

JACOB PETERSHEIM

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HR / ORGANIZATION DEVELOPMENT and CHANGE MANAGEMENT LEADER

- Senior HR and Organization Development professional with progressive experience in talent strategy, transformational change, employee engagement and lifecycle, training and development, program assessment and improvement, coaching, consulting, organizational culture, and communications.
- Record of outstanding achievement through evolving leadership roles and diverse industries (healthcare, education technology, advertising, marketing, publishing, financial services).
- Passionate about talent development, leadership cultivation, and organizational transformation.
- Trusted adviser with a consultative approach to maximizing organizational effectiveness.

CAREER HIGHLIGHTS

- Created an OD Center of Excellence that supported organization development (employee lifecycle, talent development, training, organizational effectiveness) and change management (assessment, readiness, planning, support) for North American Services Division of 9 teams, 113 roles, and 600+ team members.
- Managed organization development of a new product division during 3-year hyper growth (\$15M to \$102M revenue increase).
- Implemented a new Project Management Office with an award-winning advertising agency.

PROFESSIONAL ROLES

BAYADA Home Healthcare

Director, Strategic Talent Partner / Pennsauken, NJ / 2020 – present

Provide strategic guidance and support across BAYADA's largest practice unit (Skilled Nursing). Services include coaching organizational leaders, team workshops, change management, training and learning, talent management and workforce planning, and professional development. Focus areas include leadership cultivation, high-performance team development, and DEI advocacy.

Pearson Education

Director of Organization Enablement / West Chester, PA / 2017 – 2019

Created OD Center of Excellence to support talent development, leadership cultivation, training and learning, employee experience, organization development, and change management (including change readiness and impact).

- Provided consultation to senior leaders and HRBPs that positively impacted organizational restructure of Pearson's North American Services Division (9 teams, 113 roles, and >600 team members)
- Curated and implemented employee lifecycle strategy that measurably improved employee engagement, inclusion, wellness, and diversity programs
- Managed training strategy that aligned divisional objectives, learning outcomes, and team member results
- Implemented new hire training framework which measurably improved employee retention and experience
- Designed and implemented divisional job competencies that enabled effective coaching of front-line staff

Director of Organization Development / West Chester, PA / 2013 – 2017

Directed learning strategy and organization development initiatives that aligned strategic objectives with business processes, workflows, job roles, and matrix teams.

- Drove training and organizational design, successfully aligning business objectives, team capabilities, processes, and technology for Pearson's Strategic Account Management Division (4 teams, 75+ team members)
- Designed and led Pearson's annual Elective Excellence Program, which identified, developed, and mobilized developing leaders and high potential team members
- Improved interdepartmental relationships between teams through training and professional development, communication strategies, member engagement, leadership cultivation, and organizational culture programs
- Increased operational efficiency across teams through workflow assessment, appraisal, and design improvements

Pearson Education (continued)

Director of Business Operations / Centennial, CO / 2012 – 2013

Led end-to-end alignment of strategic objectives with team organizational structure and business operations.

- Improved divisional output by managing and prioritizing learning opportunities and development needs across internal production teams, contractors, and 3rd party vendors
- Partnered with business leaders and HRBPs, successfully implementing future state team structure and roles in alignment with new organizational model
- Managed full cycle business operations for matrix teams of sales, services, and production teams

Project Manager of Operations / Centennial, CO / 2008 – 2012

Directed organizational development, staff leveling, process analysis and implementation, service level agreements, change management, and business forecasting across matrix capability teams (Account Management, Services, Production, PMO).

- Managed business operations through 3-year hyper growth cycle from \$15M revenue to \$102M revenue, including staff leveling from 6 members to 45 members (plus contractors)
- Designed and administered content management system (SugarCRM), tracking lead submissions and sales, formalizing revenue tracking, enabling production reporting, and improving process efficiencies
- Measured and reported P&L and program success by defining objectives, milestones, and business portfolio

McClain Finlon Advertising

Director of Project Management / Denver, CO / 2007 – 2008

Co-directed and implemented a Project Management Office (instituted across the agency).

- PMO resulted in >\$500K of operational savings within first 8 months of implementation
- Exceeded project objectives by unifying client goals, business strategy, creative execution, and technology deployment

Leopard Communications (Ogilvy)

Manager of Account Operations / Broomfield, CO / 2005 – 2007

Directed account teams to understand client needs and business, deliver solutions, and drive operational efficiency.

- Delivered 100% of projects on time and under budget throughout tenure with organization
- Managed and prioritized work pipeline for internal teams, business partners, vendors, and freelancers
- Gathered and presented data tracking, ensuring financial health and risk mitigation of projects and accounts

ADDITIONAL EXPERIENCE

Senior Project Manager / DIGITAS Inc. / Boston, MA

Managed large-scale internet projects, client relationships, project review cycles, and approval processes with executive level client sponsors and agency teams (account management, creative design, development and production, marketing).

Regional Technology Manager / Chubb Group / Philadelphia, PA + Warren, NJ + Boston, MA

Implemented a new IT support team (subsequently instituted nationally) that included software and hardware implementations, user training, and tech support for 300 people across four office locations.

EDUCATION

Candidate for Master of Professional Studies, Organization Development and Change / Pennsylvania State University, PA
Bachelor of Arts, Art History and Studio Art / Dickinson College, PA

CERTIFICATIONS, PROFESSIONAL DEVELOPMENT, VOLUNTEER

Crucial Conversations Certified Trainer / VitalSmarts (since 2018)

ADKAR Certified Change Practitioner / Prosci (since 2015)

Certified ScrumMaster / Scrum Alliance and Agile University (since 2009)

Volunteer Coach and Mentor / Everwise (since 2015)

Marketing Management and Psychology / Harvard University, MA (coursework for professional development)

Gallup StrengthsFinder Themes: Connectedness / Maximizer / Positivity / Relator / Strategic