JACOB PETERSHEIM, SHRM-SCP, Prosci CCP

HR & People Strategy Leader | Senior Director, HR Business Partner

jacobpetersheim1@gmail.com | 617-834-0359 | Remote, Hybrid, Philadelphia, PA | www.jacobpetersheim.com

PROFILE

- Strategic HR Business Partner and Organizational Development leader with 20+ years of experience developing people strategies that align workforce capabilities, organizational design, and talent management across large, complex, matrixed organizations.
- Trusted advisor to senior executives with demonstrated success guiding organizational growth, strategic workforce planning, performance management, and transformational change.
- Combines HRBP leadership, Organizational Development Center of Excellence experience, and operational expertise to strengthen organizational capability and produce measurable workforce solutions.

EXPERIENCE

Director, HR Business Partners, Medical Group | ChristianaCare | Wilmington, DE | Oct 2025 – Sep 2026

ChristianaCare is Delaware's largest nonprofit health system and the largest academic medical center across the region.

- Led strategic HR partnership for a 3,200+ employee division, advising executives on workforce strategy, operating-model effectiveness, organizational change, and talent priorities aligned with business performance across a complex, multi-state environment.
- Strengthened cross-functional HR services by establishing governance, service level agreements, and role clarity across five HR CoEs (Talent Acquisition, Total Rewards, Employee Relations, Technology, Organization Development).
- Integrated AI into quarterly workforce analytics, identifying trends and translating data into executive insights and decision making; supported 125+ documented employee action plans.
- Supported enterprise Epic EHR adoption for caregivers across four states through change communications, leader enablement, workforce readiness, role clarification, and go-live preparation.
- Enabled the launch of two new Health Plex locations by leading workforce planning, predictive analytics, and staffing forecasts to align talent requirements with operational needs.
- Designed and introduced HRBP competency framework, success profiles, and standardized partnership practices to strengthen team capability, improve talent selection, and establish consistent service expectations across client groups.
- Developed practical leader tools and workforce solutions supporting manager effectiveness, performance management, caregiver retention, change readiness, and critical frontline roles.

Area Director, Sr Strategic Talent Partner (Sr HRBP) | Bayada | West Chester, PA | Jan 2020 – Jun 2025

Bayada is a $1.5B+ nonprofit with 30,000+ employees delivering home health services across the globe.

- Advised executive leaders on workforce planning, leadership pipeline, employee development, and organizational design; promoted within two years to lead strategic talent partnership for the organization's fastest-growing divisions.
- Supported 18% year-over-year growth across a division of 15,000+ employees by partnering with operational executives and HR CoEs to align frontline workforce strategies, organizational structures, talent priorities, and scalable people practices with business needs.
- Drove a 9% year-over-year increase in employee engagement by leading AI-informed culture initiatives, employee listening strategies, and targeted action planning.
- Improved internal promotions by more than 60% over three years through integrated talent reviews, performance calibration, succession planning, and targeted leadership development; partnered with Compensation to assess and ensure salary alignment, internal pay equity, and bonus incentive opportunities.
- Achieved 100% compliance across talent review cycles by designing and operationalizing scalable talent management frameworks, role-based competencies, and performance calibration processes.
- Reduced employee relations case escalations by more than 35% through executive consultation and consistent HR practices; led and conducted the interactive process associated with high-profile employee leave and accommodation requests, collaborating with relevant stakeholders to evaluate and identify appropriate win-win solutions.
- Designed and launched an Emerging Leadership Program, owning program strategy, participant selection criteria, curriculum design and delivery, post-program reinforcement, and alumni engagement; more than 60% of program graduates advanced to leadership roles.
- Strengthened leadership pipelines and manager capability through 80+ leadership development workshops.

Director of Organization Development | Pearson | West Chester, PA | Aug 2013 – Jul 2019

Pearson is the world's largest ed tech company, generating $4.8B ARR with 18,000+ employees across 70+ countries.

- Established and led an Organizational Development Center of Excellence supporting North American higher education technology and commercial operations, aligning leadership development, talent management, and organizational effectiveness with business growth.
- Delivered $2.2M in operational savings by leading organizational redesign across nine teams and 500+ employees, realigning structure, roles, operations, and workforce capabilities to support business growth and priorities.
- Drove a 10% increase in internal promotions by developing talent identification, performance coaching, and leadership development practices across North American operations.
- Assessed organizational capabilities, identified workforce challenges, and implemented practical talent and leadership strategies that strengthened organizational effectiveness and business performance.
- Redesigned employee lifecycle model that measurably improved employee experience by connecting onboarding, employee development, career laddering, and engagement measures.

Director of Business Operations | Pearson | Centennial, CO | Jun 2008 – Aug 2013

- Scaled a high-growth division from $15M to $102M while restructuring operational and sales workforce.
- Led enterprise-wide organizational design and workforce transformation that enabled rapid divisional expansion.
- Standardized performance management, KPIs, and MBO frameworks to enhance operational accountability.
- Built team from 6 members to 45 + contractors while overseeing performance management and development.

Director of Project Management| McClain Finlon Advertising | Denver, CO | Apr 2007 – Feb 2008

McClain Finlon was an award-winning boutique advertising and marketing agency that serviced global clients.

- Implemented a new Project Management Office that was scaled and adopted by the agency.
- Achieved over $500K in operational savings by establishing operational governance and PM methodologies.
- Led a team of Project Managers to support full-cycle project design, development, and delivery for high profile clients.

Manager of Account Operations | Ogilvy-Leopard Communications | Broomfield, CO | Dec 2005 – Apr 2007

Ogilvy is a global marketing and comms agency, generating ~$1B+ ARR with 10,000+ employees across 80+ countries.

- Led cross-functional teams of design, marketing, sales, and production to support successful account growth.
- Managed project contract terms and SLAs while delivering 100% of projects on time and within budget.

Senior Project Manager | Digitas Inc. | Boston, MA | Jan 2001 – Aug 2005

Digitas is a global marketing and technology agency, generating ~$600M ARR with 3,500+ employees worldwide.

- Managed large-scale technology projects with executive clients, agency account management, and production teams.
- Contributed to $1M+ in account growth by managing and delivering high-visibility client projects.

EDUCATION

- Graduate Studies in Organization Development and Change, Penn State University, PA (expected 2027)
- Bachelor of Arts, Art History and Studio Art, Dickinson College, PA

CERTIFICATIONS

- Certified SHRM-SCP, Prosci Change Management, 360 Coaching, DiSC
- Workshop Facilitation: Appreciative Inquiry, Change Leadership, Crucial Conversations, DiSC, New Leader Assimilation, Situational Leadership, Strategic Modeling, CliftonStrengths, Team Assimilation, Unconscious Bias

VOLUNTEER

Board Member, PA Center for Adapted Sports

- Provide strategic guidance to advance inclusive sports and wellness programs for individuals with disabilities.

SKILLS

Strategic HR Business Partnership, People Strategy Development, Executive Advisory and Coaching, Strategic Workforce Planning, Organizational Design and Effectiveness, Change Management, Talent Management, Succession Planning, Leadership Development, Performance Management, Employee Relations, Employee Engagement, Total Rewards Partnership, Compensation Planning, Talent Acquisition Partnership, HR Center of Excellence Collaboration, Organizational Assessment, Workforce Analytics, HR Team Leadership, Cross-Functional Stakeholder Management