

JACOB PETERSHEIM, SHRM-SCP, Prosci CCP

Human Resources & Organizational Development Executive

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

PROFILE

- Strategic HR & OD leader with over 15 years driving multi-site global talent strategy and organizational transformation.
- Expertise guiding executives and delivering measurable business outcomes such as organizational transformation, employee engagement, operational effectiveness, and business growth.
- Proven success leading and scaling high-performing teams across complex, fast-paced matrix organizations.

SKILLS

Strategic HR: Executive HR Partnership, Talent Strategy, Workforce Planning, Employee Engagement and Relations, Leadership Development, Succession Planning, Compensation Management, Compliance and Labor Relations

Org Dev: Change Management, Organizational Design, Project Management, Learning and Development, DEI Alignment

Analytics and Systems: HR Data and Analysis, AI Enablement, HRIS Management and Migration, Workday, ATS

EXPERIENCE

Area Director, Sr Strategic Talent Partner | Bayada | West Chester, PA | October 2021 - June 2025

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

- Drove 18% YoY revenue growth by supporting HR operations and innovation across North America
- Partnered with presidents and CoEs to align strategic business priorities, resources, and change initiatives
- Improved promotions 66% through systematic succession planning and talent development programs
- Improved employee engagement 9% by creating an employee action planning response framework
- Introduced role-based competencies and success profiles that improved organizational hiring decisions, boosted performance management, and provided direction for employee skill development
- Led workforce planning by assessing critical skills and roles required to support business growth and desired future organizational structure
- Upskilled senior leaders by delivering over 80 high-impact, DEI-aligned L&D workshops

Director, Strategic Talent Partner | Bayada | West Chester, PA | January 2020 - October 2021

- Partnered with HR executives to design and scale the organization's first embedded HR capability across 23 states
- Led HRBP team to implement formalized talent and performance management framework across enterprise
- Created success routines that achieved 100% compliance of performance management (reviews, goals, dev plans)
- Enabled data accuracy and real-time insights for workforce decisions by centralizing HR metrics and data into Workday
- Grew and mentored HRBP team from two members to five members

Director of Organization Development | Pearson | West Chester, PA | August 2013 - July 2019

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

- Created OD CoE to improve performance management, employee development, and operational efficiency
- Achieved \$2.2M in operational savings by leading organizational restructure across 9 teams and 500+ employees
- Designed employee lifecycle support model, including onboarding framework and ongoing engagement metrics
- Partnered with HRBPs to implement talent management framework by leveraging quantitative and qualitative data
- Launched enterprise coaching initiatives, feedback mechanisms, and team collaboration practices

Director of Business Operations | Pearson | Centennial, CO | June 2008 - August 2013

- Scaled a high-growth division from \$15M to \$102M while restructuring workforce with equity lens
- Led enterprise-wide organizational design and workforce transformation to support 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
- Upskilled team members through DEI aligned L&D programs, coaching, and mentorship

Director of Project Management | McClain Finlon Advertising | Denver, CO | April 2007 - February 2008

McClain Finlon was an award-winning boutique advertising and marketing agency, serving global clients such as Comcast.

- Implemented a new Project Management Office that was scaled and adopted across agency
- Achieved over \$500K in operational savings by establishing operational governance and PM methodologies
- Managed matrix teams across full-cycle project design, development, and delivery for high profile client accounts

Manager of Account Operations | Ogilvy-Leopard Communications | Broomfield, CO | December 2005 - April 2007

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

- Led cross-functional matrix teams of design, marketing, sales, and production to support successful account growth
- Managed project contract terms and SLAs while ensuring service delivery across key client accounts
- Delivered 100% of projects on time and within budget

Senior Project Manager | Digitas Inc. | Boston, MA | January 2001 - August 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
- Oversaw project scope, milestones, resource allocation, and risk management to deliver high-impact results

Regional Technology Manager | Chubb Group | Philadelphia, PA; Warren, NJ; Boston, MA | June 1994 - January 2001

Chubb is the world's largest publicly traded property & casualty insurer, generating \$57B ARR with 40,000+ employees.

- Founded and led a new enterprise IT Team to support sales and operations (subsequently instituted nationally)
- Managed project delivery of software and hardware implementations, user training, and tech support for over 300 people across four office locations
- Supervised, coached, and managed a staff of seventeen Customer Service Representatives

EDUCATION

- Master of Professional Studies, Organization Development and Change, Penn State University, PA (Expected May 2026)
- Bachelor of Arts, Art History and Studio Art, Dickinson College, PA

CERTIFICATIONS

- SHRM-SCP (Society for Human Resource Management - Senior Certified Professional)
- Prosci Change Practitioner Certified
- 360 Coach Certified
- SCRUM Certified
- Workshop Facilitation: Appreciative Inquiry - Change Leadership - Crucial Conversations - DISC - New Leader Assimilation - Situational Leadership - Strategic Modeling - Strength's Finder - Team Assimilation - Unconscious Bias

VOLUNTEER

Board Member, PA Center for Adapted Sports

- Provide strategic oversight to advance the mission of inclusive sports and wellness programs for individuals with disabilities