

Professional Profile

Mark Herold - MBA

Senior Director - Atlanta

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800-816-9630 x745



Mark Herold has been a Human Resource Leader for medium-size global, public and private equity-owned organizations. He has managed human resources for business units and corporate HR functions for Fortune 500 organizations and provided HR support to manufacturing (food and adhesive materials), distribution, financial services and IT services. He is a strong generalist with expertise in talent management, compensation, operations/systems and M&A.

- **Human Resources Leadership:** Managed human resources for mid-size technology companies based in Atlanta with operations in EMEA and APAC that were experiencing significant change. Worked with startups – food manufacturing and technology- and accustomed to a hands-on, fast-paced environment. Led HR aspects of several company sales teams, business process outsourcing initiatives and transitions to new ownership.
- **Project Management:** Managed complex projects involving process improvement, data integrity, M&A, corporate divestitures, annual planning, performance management, HRIS system integration, annual benefits enrollment, recruitment, new site startups and organizational downsizing. Skilled with use of project management tools and effective with leading change, inspiring teams and managing internal and external stakeholders.
- **Talent Management:** Provided recruiting/talent acquisition strategies, developed succession planning processes, designed performance management systems and developed employee retention initiatives. Established and led the “Nine Box” review process for Cypress and Mblox and developed talent assessment and onboarding processes.
- **Compensation/Systems:** Designed, managed and reevaluated compensation systems for large and mid-size organizations, including executive compensation for Avery Dennison, a public company. Led a human resources service center for ING Financial Services. Experience with several HR systems for payroll, benefits administration, 401k and applicant tracking

He has experience leading HR initiatives in public and private organizations including Frito-Lay, Avery Dennison, General Mills, ING Financial Services, Invesco, EasyLink Services and Mblox, Inc.

PROFESSIONAL EXPERIENCE

Consultant

Consulting with organizations to enhance people and talent processes; clients:

CRH Healthcare

Catavolt

Cannae HR Solutions

QASymphony

Atlanta Housing Authority

ThinkIPA

KDH Research & Communication

National Property Solutions Group



MBLOX, INC, Atlanta, GA

Vice President, Global Human Resources

Human Resource and facilities leader for a 230 employee, global provider of mobile messaging services. Key startup team member for Atlanta headquarters, managing talent implications including recruiting and workforce transitions in US, UK and Singapore.

- Supported simultaneous acquisition of two businesses into the company, managing all induction activities, including TUPE process for the EMEA business.
- Introduced a dialogue-focused coaching and performance management program.
- Introduced multiple benefits enhancements for US business including a new broker relationship, new 401(k) advisory services and a HDHP medical option.

Business acquired by Sweden-based CLX Communications, worked through transition and position eliminated.

GEORGIA'S OWN CREDIT UNION, Atlanta, GA

AVP, Human Resources

Provided HR support for the second largest credit union in Georgia with 400 employees and 25 branches.

- Identified and implemented an applicant tracking system to improve candidate experience and more effectively manage the talent acquisition process.
- Upgraded and rolled out to the organization self-service and benefits administration features of the ADP payroll and HR system to reduce paperwork and provide better access to data.

EASYLINK SERVICES/OPENTEXT CORPORATION, Atlanta, GA

Vice President, Global Human Resources

Human Resource leader for \$175M, 350 employee, public, global provider of secure messaging services. Created a team to manage HR tasks following the acquisition of Xpedite resulting in 100% completion of all items within 6 months and with zero contested actions.

- Realigned EMEA finance organization by consolidating teams and created a financial shared service center in Ireland, decreasing labor expenditures approximately 50%.
- Reorganized fragmented compensation systems with a common philosophy, equitable participation in variable compensation schemes and a market-pricing approach reducing compensation-related departures by approximately one-third.
- Addressed talent acquisition shortfalls with improved process and enhanced tools resulting in 25% lower time-to-fill, improved manager engagement and 95% acceptance rate.

Business acquired by Canada-based OpenText Corporation worked through transition and position eliminated.

CYPRESS COMMUNICATIONS, Atlanta, GA

Vice President, Human Resources

Human Resource leader for a \$40M, 300 employee provider of hosted & managed communication services to small/medium business market. Private Equity owned, Arcapita.



- Introduced a compliance training initiative that resulted in 100% “pass” on three annual National Security Agreement audits and positive acknowledgement with regard to an OFCCP desk audit.
- Mitigated rising healthcare costs with the successful introduction of a consumer based medical option resulting in a 30% adoption rate and a plan cost 20% lower than traditional medical offerings.
- Redesigned the talent evaluation process utilizing a talent database, online assessment and increased manager involvement resulting in 25% improved time-to-hire and utilizing 75% less recruiter time.
- Orchestrated multiple organizational realignments utilizing a decision tracking methodology resulting in zero contested actions and positive employee feedback.

Business acquired by Broadvox Communications.

MERRILL LYNCH/AMVESCAP RETIREMENT, INC, Atlanta, GA

Vice President, Human Resources

Human Resource leader for a \$60M, 250 employee retirement plan recordkeeping division of Invesco.

- Developed and implemented a Human Resource service delivery model, reducing Human Resource staff by 60% and annual expense by \$230K.
- Led the Human Resource/Change Management work stream for integration of legacy operation into the Merrill Lynch Global Retirement Services business with 95% of tasks completed on time.
- Conducted a FLSA analysis that eliminated compensation structural inconsistencies and/or compliance liabilities affecting 20% of the workforce.
- Developed staffing/HR plan as member of a due diligence team evaluating the business for acquisition.
- Implemented a market pricing approach for compensation that better enabled Management to ensure equity.

Business acquired by Merrill Lynch, worked through transition and position eliminated.

ING FINANCIAL SERVICES, Atlanta, GA

Head, Human Resource Services

Provided leadership and direction to an internal Human Resource Service Center providing payroll, benefits administration and call center support to 10,000 full-time employees and 5,000 retirees of the US businesses.

- Significantly improved Human Resource service metrics through process reengineering and continuous improvement efforts, resulting in improved contact center performance and a 70% reduction in payroll errors.
- Restructured and de-layered the Human Resources organization resulting in operational efficiencies and annual expense reduction of \$250K.
- Supported a comprehensive Human Resource Services capability evaluation resulting in a Request-For-Proposal for full-service payroll, benefits and call center outsourcing supported by a PeopleSoft upgrade and a new self-service environment.
- Facilitated the on-time integration of two business units onto the ING PeopleSoft Human Resources platform. Consolidated pay cycles saving 100 hours per month and \$50K in annual expenses.
- Facilitated change management and communication efforts resulting in 90% retention of staff despite impending reductions of staff due to an outsourcing strategy.

Outsourced function to ADP, led transition and position eliminated

AVERY DENNISON, INC.



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Director, Human Resources – Shared Services
Manager, Executive Compensation
Human Resource Manager

GENERAL MILLS, INC.

Human Resource Manager – Greenfield Startup
Human Resource Generalist

Consumer Foods Sales, Human Resources Manager

Assistant Human Resource Manager

FRITO-LAY, INC

Employment Manager
Employee Relations Associate

EDUCATION / AFFILIATIONS

M.B.A., Industrial Relations, University of Minnesota, May 1985

B. S. Business Administration and Economics, Saint John's University, May 1984

SPHR Certified

SHRM and SHRM Atlanta