

# Brett Appleberg

## Chief Human Resources Officer | Enterprise Transformation & Business Performance Executive

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### EXECUTIVE PROFILE

Chief Human Resources Officer and Workforce Transformation Executive with 25+ years of experience leading human capital strategy, organizational growth, workforce analytics, and business transformation across Fortune 100, healthcare, private equity-backed, and high-growth organizations. Proven track record of scaling organizations, strengthening culture, and driving measurable business performance.

Trusted advisor to CEOs, Boards, and executive leadership teams, aligning workforce strategy with enterprise objectives and organizational performance. Founder of a patent-pending performance intelligence platform and executive HR consulting practice, combining operational expertise with AI-enabled workforce transformation and business innovation.

### CORE FOCUS

Enterprise Workforce Strategy | Organizational Transformation & Effectiveness | Executive Coaching & Leadership Development | Workforce Analytics | M&A Integration | Board Advisory | Compensation Committee Leadership | Enterprise Change Management | Culture & Employee Experience | AI-Enabled HR and Business Operations

### SELECT EXECUTIVE IMPACT

- Directed enterprise workforce strategies across Fortune 100, healthcare, private equity-backed, and high-growth organizations, aligning talent strategy with business performance
- Led workforce strategies across organizations ranging from 1,600 to 150,000 employees and more than \$100B in combined annual revenue.
- Led enterprise workforce strategies that enabled 188% workforce growth, successful M&A integration and expansion across 40 states
- Built analytics, KPI frameworks, executive dashboards, and AI-enabled capabilities enhancing decision-making
- Generated \$5M in cost savings, contributed to \$20M in business growth, and delivered \$1.2M in annual compensation savings through workforce and performance strategies
- Directed labor relations strategies including collective bargaining, arbitrations, grievance resolution, workforce compliance, and union partnerships across multiple represented workforces

### PROFESSIONAL EXPERIENCE

#### Founder & Principal Consultant | Appleworx Consulting

January 2025 – Present

- Advise CEOs and executive leadership teams on workforce strategy, organizational effectiveness, HR compliance, and business transformation initiatives
- Develop KPI frameworks, dashboards, and AI-enabled solutions that improve performance and decision-making
- Lead organizational transformation, process improvement, and performance management initiatives

#### Founder & Chief Product Architect | P-Factor Performance Intelligence Platform

January 2025 – Present

- Inventor of a patent-pending workforce performance intelligence platform that aligns workforce, operational, and financial performance
- Leverages AI-driven analytics to enhance executive decision-making and organizational effectiveness

## **Executive Sabbatical | April 2024 – December 2024**

Temporarily stepped away from full-time executive leadership to support a significant family medical crisis while strategically investing in advanced AI training, workforce analytics, automation, and emerging technologies. Expanded expertise in technology-enabled workforce transformation and organizational performance innovation.

### **Chief Human Resources Officer | Marshall Medical Center | Placerville, CA | 2022 – 2024**

Revenue: \$325M | Employee Headcount: 1,600 | Hospital System/Clinics/ Cancer Center

- Rebuilt the HR function and workforce strategy, increasing caregiver engagement by 20% and retention by 15%
- Served as strategic advisor to the CEO, Board, and executive leadership team, aligning workforce, culture, and organizational effectiveness initiatives with business objectives
- Revitalized talent acquisition, onboarding, leadership development, and performance management frameworks to strengthen organizational capability and accountability
- Redesigned compensation and incentive programs, improving pay equity, workforce competitiveness, and delivering \$1.2M in annual savings
- Expanded leadership responsibilities beyond HR into customer-facing and operational functions, driving cross-functional collaboration and service excellence
- Implemented enterprise workforce analytics, executive dashboards, and API-driven reporting capabilities to support real-time decision-making

### **Vice President, Human Resources | GoHealth Corporation | Charlotte/Chicago | 2019 – 2022**

Revenue: \$700M | Employee Headcount: 2,500 | Healthcare / Medicare Sales

- Guided the organization through private equity, IPO, and public company transitions while maintaining workforce scalability and operational effectiveness. Served as trusted advisor to the President of Sales and five SVPs
- Built enterprise workforce strategies and HR infrastructure supporting expansion from 2,500 to more than 7,200 employees across 40 states, enabling 188% workforce growth
- Partnered with executive leaders to strengthen talent acquisition, retention, organizational design, and succession planning which translated into increased leadership effectiveness, and performance management
- Led HR transformation initiatives that embedded workforce analytics, KPI scorecards, and leadership accountability throughout the organization

### **Vice President, Human Resources | Sysco Corporation | San Francisco, CA | 2015 – 2019**

Revenue: \$78.84B | Employee Headcount: 50,000 | Food Distribution / Logistics

- Directed HR strategy for large-scale Fortune 100 operations supporting 50,000+ employees
- Developed workforce analytics, performance scorecards, and compensation strategies that aligned talent performance with business objectives
- Applied Lean, Six Sigma, and Kaizen methodologies to improve operational efficiency and workforce productivity
- Reconfigured sales commission structures through innovative compensation strategies and performance incentives, which generated \$5M in cost savings and contributed to \$20M in business growth

### **Director, Human Resources | Gate Gourmet Corporation | San Francisco, CA | 2013 – 2015**

Revenue: \$700M | Employee Headcount: 27,000 | Airline Catering / Transportation

- Drove HR compliance, food safety and security programs, delivering \$2M in operational savings for division producing 30,000 meals/day for 10 international airlines

**Regional Human Resources Manager | Aramark Corporation | Chicago, IL | 2007 – 2013**

Revenue: \$19.96B | Employee Headcount: 140,000 | Contract Foodservice / Facilities

- Scaled workforce from 800 to 5,000 employees across 13 states within 12 months while improving new leader retention by 10%
- Supported a diverse portfolio of client accounts across consumer, financial services, aerospace and energy sectors

**Vice President, Human Resources | US Foods Corporation | Chicago/Las Vegas | 2003 – 2007**

Revenue: \$700M | Employee Headcount: 30,000 | Foodservice / Warehousing

- Built the division HR function from the ground up during multi-state expansion driving sustained productivity gains

**HR Manager / HR Consultant & Recruiter | McDonald's Corporation | Chicago, IL | 1997 – 2003**

Revenue: \$25.76B | Employee Headcount: 150,000 | Quick Service Restaurants

- Led corporate benefits operations supporting 150,000 U.S. employees. Managed enterprise-wide leave of absence, educational assistance and life insurance programs totaling \$200M
- Orchestrated full-cycle recruitment and complex employee relations investigations across a tri-state region of 500 corporate and franchise restaurants

**EDUCATION & PROFESSIONAL DEVELOPMENT**

- **Master of Arts**, Organizational Management – University of Phoenix
- **Bachelor of Arts**, Communications/Advertising – Rowan University
- Advanced Artificial Intelligence Consulting Program  
*Prompt Engineering, Generative AI, Agentic AI, Multi-Agent AI & AI Entrepreneurship*
- AI for Work & Life Certificate – University of North Florida
- Six Sigma Black Belt | Lean & Kaizen Methodologies
- **Technology**: Workday, UKG, SuccessFactors, PeopleSoft, Tableau, Power BI, Visier, HR Bench

**AFFILIATIONS & AWARDS**

- Professional Member, Society for Human Resource Management 1998 – Present
- Board Member, Family Shelter Services Women's Shelter & Advocacy 2009 – 2010
- Volunteer, Ronald McDonald's House Children's Charity 1999 – Present
- Performance Excellence Award – Aramark Corporation
- Eagle Award - Top 1% – McDonald's Corporation
- Certified Instructor – Black Belt 1986 – World Isshinryu Karate Association, Okinawa, Japan