

Brett Appleberg

Human Resources Executive | SHRM-SCP

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Architect of strategies that align people, culture, and analytics to power enterprise growth.

C-Suite Value Proposition

Award-winning Human Resources Executive with 25+ years of experience turning people strategy into measurable business performance. Trusted partner to CEOs and senior leaders, driving culture alignment, leadership accountability, and workforce execution. Known for modernizing HR through analytics and people-first leadership that delivers sustained enterprise results.

Select Executive Achievements

- Delivered \$1.2M in cost savings through compensation redesign while improving retention by 15%.
- Guided exponential workforce growth by 188% YoY across 40 states and transformed HR into a consultative business partner.
- Led M&A integration across multiple companies, accelerating post-acquisition cultural alignment and performance.
- Piloted AI-enabled talent analytics and created *PFactor@* leadership accountability measurement tool.
- Partnered with Board Compensation & Benefits Committee on Total Rewards and executive incentive alignment.

Core Leadership Domains

- Strategic Leadership & Organizational Development
- AI-enabled HR Analytics & Workforce Planning
- M&A, Integration & Change Management
- Leadership Development & Succession Planning
- Talent Acquisition, Compensation & Executive Pay Design

Executive Sabbatical | April 2024 – May 2025

Stepped away from my CHRO role to support my spouse through a life-threatening medical event. During this period, I led family care responsibilities while completing advanced study in artificial intelligence, data analytics, and workflow automation to strengthen future HR transformation initiatives.

Professional Experience

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

Revenue: \$325M | Employee Headcount: 1,600

- Challenge: Aging culture and legacy systems. Action: Rebuilt Talent Acquisition, reinvented onboarding, and rebooted mission, vision and performance framework. Result: +20% engagement and +15% retention.
- Redesigned compensation architecture and incentives; achieved 1.2M savings and improved pay equity transparency. employee salary bands, short/long-term incentive plans, and variable pay structures, delivering \$1.2M in cost savings. Enhanced organizational efficiency via kaizen-based process reviews.
- Introduced data-driven performance dashboards, elevating leadership accountability and enterprise transformation outcomes.

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

Revenue: \$700M | Employee Headcount: 2,500

- Challenge: Rapid national scaling. Action: Built human-capital forecasts, talent planning, and HR infrastructure across 40 states. Result: 188% YoY workforce growth and market-entry success.
- Transformed HR into a consultative business partner, embedding KPIs, leadership coaching, and analytics into decisions; advised President of Sales and five SVPs.

Vice President, Human Resources | Sysco Corporation | San Francisco, CA | 2015 – 2018

Revenue: \$78.84B | Employee Headcount: 150,000

- Challenge: Decentralized performance management. Action: Integrated HR scorecards and KPIs; reorganized sales teams and incentives. Result: +20% YoY division revenue and sales.
- Implemented Lean 5S and Kaizen to improve process efficiency and frontline accountability; strengthened leadership pipelines.

Legacy Leadership Experience

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

Revenue: \$700M | Employee Headcount: 2,500

- Drove HR initiatives, compliance, food safety and security clearances unlocking \$2M operational savings for a 1,000-person division producing 30,000 meals/day for 10 international airlines. Improved process efficiency and strengthened leadership pipelines.

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

Revenue: \$19.96B | Employee Headcount: 262,500

- Enhanced account sales closing rates and growth by providing more accurate geo-based salary information in bidding process. Resulted in \$20M in new business, \$5M in budget savings and new leader talent retention by 10%.
- Developed a multi-state human capital growth plan that increased revenue by \$20M while scaling division headcount from 800 to 5,000 across 13 states; led labor stabilization efforts while maintaining operational continuity during a 6-month targeted labor campaign.

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

Revenue: \$700M | Employee Headcount: 2,500

- Built division HR function from the ground up during multi-state expansion; achieved 10% annual productivity gains.

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

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

- Orchestrated recruiting and complex investigations across a tri-state region of 500 corporate and franchise restaurants; led corporate benefits call center for 150,000 U.S. employees; managed leave of absence and \$25M educational assistance enterprise-wide programs.
- Selected to lead high-level employee relations investigations and a 400-person global restaurant operations team during the Olympic Games serving 13,000+ athletes.

EDUCATION

- Currently enrolled in a 12-week Artificial Intelligence Consultant course.
Prompt Engineering, Generative AI, Agentic AI & Multiagent AI, and AI Entrepreneurship
- AI for Work & Life, certificate – University of North Florida
- Master of Arts, Organizational Management – University of Phoenix
- Bachelor of Arts, Communications/Advertising – Rowan University

SYSTEMS & IMPLEMENTATIONS

- HRIS Systems Experience: UKG, Workday, PeopleSoft, SuccessFactors and Tableau.
- Workday performance management modules, and HR Bench dashboard implementation.

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