

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 workforce transformation across Fortune 100, healthcare, private equity-backed, and high-growth organizations.
- Led workforce strategies supporting 1,600–150,000+ employees across 50+ domestic & international locations.
- Enabled 188% workforce growth, successful M&A integration, and expansion across 40 states.
- Built executive dashboards, KPI frameworks, workforce analytics, and AI-enabled decision support.
- Delivered \$5M in cost savings, \$20M in business growth, and \$1.2M in annual compensation savings.
- Led labor relations, collective bargaining, workforce compliance, and union partnerships.

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
- Leads product strategy, platform development, intellectual property, and commercialization planning

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
- **Enterprise Platforms:** 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