

Sheila Storch, SPHR

SheilaBStorch@gmail.com • (205) 540-0014 • <http://www.linkedin/in/SheilaStorch>

HUMAN RESOURCES LEADER

HR leader with proven ability to quickly assess companies and shape HR teams, policies, processes, and technology to cost effectively support execution of corporate strategy. Strengths include executive coaching, talent management, large-scale organizational change, systems, and rapid growth.

PROFESSIONAL EXPERIENCE

Vice President, Human Resources

[McLeod Software](#)

Privately held, 350-employee transportation industry enterprise software leader.

2013 to Present

Birmingham, AL

As Chief Human Resources Officer, lead three-person HR team, consultants, and vendors in supporting corporate office and regional offices in Chicago and Salt Lake City. Primary employee groups include software developers, solution implementers, customer support, and sales. High priority HR agenda includes ensuring compelling employment brand and scaling cost effective HR systems and processes.

- Led recruitment efforts that increased FTEs over 60% in less than two years. Introduced competencies. Standardized candidate assessment practices. Hired in-house recruiter, reduced search firms from ten to two. Implemented ATS. Generated rapid hire candidate pipelines for frequently hired and hard to hire positions. Avoided \$500,000+ of potential recruiter fees.
- Improved quality and quantity of employee feedback by implementing company's first employee engagement survey and exit interview process. Resulting changes, and new on-boarding process, contributed to employee retention that significantly exceeds industry benchmarks.
- Audited payroll and employee benefit practices and agreements. Implemented changes and renegotiated vendor agreements. Realized 19% reduction in payroll processing costs and \$150,000+ of other savings. Increased automation, improved quality control, and assured legal compliance.
- Conducted audit of employee non-compete agreements. Identified action items and took proactive and corrective action to mitigate potential risk to company's intellectual property assets.

Director, Human Resources

[Naphcare, Inc.](#)

Privately held, mid-size professional services company that provides EHR systems in 26 states.

2011 to 2013

Birmingham, AL

As company's senior HR executive, led four-person team that supported 160-person corporate office and 850-person field operation. Employee groups included sales and marketing, physicians, dentists, nurses, client-facing IT, and billing and claims. High priority HR agenda included improved profit margins, employee retention, time-to-hire, payroll processing, and infrastructure for growth.

- Led development of processes, systems infrastructure, and culture that tightened controls, reduced annual operating costs by \$2 million-plus, and positioned company for profitable growth.
- Implemented Oracle/Taleo applicant tracking and onboarding systems. Systematized recruiting and centralized information on searches and pipelines. Reduced hourly employee time-to-hire from between two and eight weeks to three to five days and higher-level hires from between two and

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three months to two to three weeks. Reduced Operations recruiting team from three to two people.

- Implemented ADP Workforce Now. Managed in-house team that reviewed files and scrubbed data. Resulted in improved, systematized processes for time and attendance tracking and benefits administration, timely and accurate preparation of multi-state payrolls and tax filings, and ability to manage ACA requirements. Provided employee and manager self-service platforms.

Area Manager, Human Resources

[Ricoh USA](#)/IKON Office Solutions

U.S. sales and marketing division of \$20 billion Ricoh, Inc.

2006 to 2011
Birmingham, AL

Member of senior management team for five-state Area with \$150 million annual revenue. Led two-person team that supported 600-employee sales, service, and BPO organization. High priority HR agenda included Ricoh/IKON merger integration, sales force retention, and sales force performance.

- Kept on by Ricoh following 2008 acquisition of IKON. Provided extensive communications and coaching, including 360s, to employees of both companies during 2010 and 2011 integration of field operations. Received 95% payout on potential bonus in 2010 and 98% in 2011.
- Selected for nationwide “high potential” rapid design and implementation HR process teams. Participated in “exit” and “stay” interview standardization and automation. Used interview and employee engagement survey data to identify causes of sales force turnover.
- Developed standardized sales profile and structured interviewing process that included sales presentations. Trained sales managers on selection process. Reduced Area sales force turnover from 93% to 15%. Process adopted nationwide. Received corporate performance award.
- Cleared EEOC complaint backlog with one nominal payout. Established employee roundtables and processes that reduced complaints to zero three years running.
- Served as executive team sponsor for several customer accounts. Accompanied sales teams to quarterly customer review meetings to ensure that assigned customers had direct line of communication to executive team. Made presentations to prospective HR customers.

HR Manager & Generalist

Charter Communications, Inc.

Fortune 500 cable television company providing service to over five million subscribers in 26 states.

2003 to 2006
Birmingham, AL

Senior HR Manager for 800-employee Alabama Market Area. High priority HR agenda included consolidation of three companies, union decertification, and recapture of high margin business being subcontracted to vendors due to inadequate staffing. Performed successfully against goals.

Progressively Responsible HR Positions

EarthLink (previously ITC^Deltacom) & Randstad Staffing

1995 to 2003
Huntsville, AL

EDUCATION & CERTIFICATIONS

BSBA, Business Administration & Human Resources, University of Alabama, Huntsville, AL, 1995

Senior Professional in Human Resources, Society for Human Resources Management