

Shane J. Keller

Driving Strategic Growth through People Management

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Executive Summary

Accomplished Human Resources leader with over 15 years of progressive experience in HR strategy, labor relations, talent acquisition, and organizational development. Proven ability to manage complex HR functions for large, multi-site organizations, delivering innovative solutions that drive employee engagement, operational efficiency, and business growth. Known for expertise in HR compliance, leadership coaching, and fostering collaborative work environments. Recognized for ethics and professional excellence as a TrueBlue Ethics Champion and Ethics Ambassador.

Professional Experience

APRIL 2021 – January 2025

Managing Director of Recruiting | Centerline Drivers, LLC

- Established and executed a three-year strategic plan for recruiting operations, including short- and long-term goals.
- Designed and implemented a recruiting philosophy and approach, increasing hiring efficiency and client satisfaction.
- Partnered with compliance and safety teams to streamline HR processes, ensuring regulatory adherence.
- Built and maintained strong relationships with clients, internal teams, and employees to enhance service delivery and team engagement.
- Monitored financial and performance indicators to identify trends, drive growth, and optimize profitability

July 2019 – April 2021

Manager of Driver Programs | Penske Transportation Solutions

- Led initiatives to improve hiring processes and enhance the candidate experience, contributing to increased retention rates.
- Conducted market analysis to develop competitive compensation and benefits strategies for truck drivers.
- Collaborated with corporate teams to optimize recruiting technology, branding, and advertising.
- Developed workforce metrics, enabling data-driven decisions on hiring and resource allocation.
- Partnered with HR teams to design and implement onboarding, recognition, and training programs for improved retention.

August 2015 – July 2019

Logistics Recruiting Manager | Penske Transportation Solutions

- Directed multi-regional recruitment operations, managing a team of recruiters and achieving annual hiring goals.

- Developed and executed recruitment strategies, including employment brand marketing and military recruiting initiatives.
- Ensured compliance with OFCCP guidelines and supported diversity hiring initiatives to meet affirmative action goals.

October 2013 – August 2015

Manager of Organizational Development | Penske Transportation Solutions

- Designed and deployed best practices for staffing and development of hourly associates across logistics operations.
- Provided leadership training and workforce planning to address talent gaps and optimize performance.
- Managed contingent labor programs to support business objectives with cost-effective solutions.

June 2011 – October 2013

HR Liaison II | Susquehanna Bancshares, Inc.

- Provided human resources consultation to assigned divisions.
- Provided interpretation, implementation, and communication of all SBI human resources policies and procedures.
- Evaluated affiliate human resources practices and recommended new approaches, policies, and procedures to effect continual improvements in the efficiency of the department and services performed.

October 2008 – June 2011

Interim Director/Deputy Director of Human Resources | County of Berks

- Directed HR functions for 2,500 employees, overseeing labor relations, benefits, training, and policy compliance.
- Provided strategic HR guidance to county commissioners and executive leadership.
- Negotiated labor contracts and managed grievance resolution processes, ensuring alignment with organizational goals.
- Led HR policy development and provided coaching on talent management and labor relations

Additional Role: HR Generalist - County of Berks (April 2004 – October 2008)

Education

Bachelor of Science in Business Administration and Management
Alvernia University, Reading, PA – Magna Cum Laude

Associate of Applied Science in Business Management
Reading Area Community College, Reading, PA – Cum Laude

Core Competencies

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| • Strategic HR Leadership & Planning | • Diversity, Equity, and Inclusion (DEI) |
| • Talent Acquisition & Retention Strategies | • Workforce Metrics & Analytics |
| • Employee & Labor Relations | • Compensation & Benefits Administration |
| | • Training & Leadership Development |