

Melissa A. Rebholz, SPHR, SHRM-SCP

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Strategic Human Resources Leader with over 20 years of experience in professional services, corporate, and global consulting. A creative thinker, problem solver and decision maker who effectively balances the needs of employees with the mission of the organization. A leader respected for building high-performing teams and for possessing a positive outlook and a sense of humor while making sound decisions that cut through ambiguity in environments with changing priorities.

Core Competencies

- HR Operations
- Total Rewards
- Talent Management
- Employee Relations
- Leadership Coaching
- Policy Handbooks
- Recruiting & Onboarding
- Leave of Absences, FMLA
- M&A Diligence
- HRIS/HCM Implementation
- Performance Management
- Workforce Analytics & Reporting

Career Experience

Cherry Bekaert Advisory, LLC - formally Herbein + Company, Inc., Reading, PA

People and Culture Business Partner | October 2025 – February 2026

Director of Human Resources | October 2021 – October 2025

Manager of Human Resources | October 2017 – September 2021

Cherry Bekaert acquired Herbein + Company in October 2025. As a result of redundancies, my role as Head of HR was eliminated. I was kept on a project basis to support both the integration process and the winding down of Herbein's operations. During my eight years as Head of HR, prior to the acquisition, my accomplishments included:

Strategic Leadership & Total Rewards

- Directed firmwide compensation programs, organizational structure, benchmarking, performance reviews, compensation modeling, and pay governance across domestic and international teams.
- Managed all benefits programs, annual renewals, plan design changes, communications, vendor management, and compliance reporting.
- Introduced progressive benefits—parental leave, bereavement expansion, unlimited PTO, Summer Fridays—significantly improving employee engagement and retention.

HR Operations Leadership

- Led enterprise HRIS / HCM transformation, migrating from ADP to Paylocity, improving system functionality, analytics, and employee self-service capabilities.
- Built governance standards for system use, data integrity, workflows, and reporting.
- Developed scalable processes for multi-state, hybrid, and remote workforces, ensuring legal compliance across 24 states in the US and in the Philippines.

Analytics & Reporting

- Developed standardized reporting dashboards for turnover, EEO, compensation analysis, workforce metrics, and leadership insights.
- Leveraged data to drive organizational planning, staffing decisions, salary adjustments, and compliance audits.

Organizational Growth, M&A & Change Leadership

- Led HR due diligence and integration for 10 acquisitions, including compensation harmonization, benefits migration, cultural alignment, and systems transition.
- Member of the Senior Leadership team, guiding firm expansion from 175 to 400 employees (+128%) through organic growth and acquisitions.

Leadership & Team Development

- Built and led HR team from 1 to 9 members, increasing HR service levels and advancing a shared service model firmwide.
- Served as advisor to C-suite executives, contributing to culture strategy, talent planning, and business strategy.

Culture, Brand & Recognition

- Executed HR initiatives resulting in employee awards:
 - Best Places to Work in PA (2020–2022)
 - Top Workplace USA (2023–2025)

Penn Entertainment – formally Penn National Gaming, Inc., Wyomissing, PA

Corporate Recruiter | March 2016 – October 2017

- Managed recruiting for executive corporate roles and in support of over 27 casinos nationwide.
- Reduced time-to-fill by 25% through process optimization and vendor management.
- Oversaw LEAP leadership trainee program and campus recruiting across 27 locations, increasing pipeline diversity by 30%. I also attended campus job fairs to recruit for the program.
- SME for immigration programs (H-1B, Green Card PERM), ensuring compliance for international hires.

The Pennsylvania State University, University Park, PA

Regional HR Director | March 2015 – February 2016

- Directed HR strategy for 3 campuses (Berks, Lehigh Valley, and Schuylkill) serving 1,030 employees.
- Served as strategic business partner to 3 Chancellors and a member of campus administration and leadership teams.
- Led HR transformation efforts to align campuses with a shared services mode.
- Oversaw union and non-union workforce compliance and employee relations investigations.

WorleyParsons Group, Inc., Reading, PA

Senior HR Business Partner | October 2011 – February 2015

Senior HR Generalist | February 2000 – February 2007

- Managed HR initiatives and strategy supporting 1,000+ employees across U.S. and global operations.
- Advised leadership across 20 offices.
- Managed a team of 4 HR professionals, overseeing operations, compensation, benefits, onboarding, talent management, and international mobility.
- Facilitated team building training across all levels during three major organizational changes within two years.
- Managed annual reviews and compensation processes.

STV Group, Inc., Douglassville, PA

Corporate Recruiting Manager | March 2007 – October 2010

- Built and led a centralized recruiting function serving 100+ hiring managers nationwide.
- Saved nearly \$1M in headhunter fees in first year by creating internal recruiting capability.
- Implemented ATS for OFCCP compliance and streamlined hiring workflows, creating electronic centralized database of applicants.
- Managed immigration programs (Work Visas and Green Card PERM applications).
- Developed and managed strategic college recruiting program to meet corporate hiring goals.

Education, Certifications and Affiliations

Bachelor of Arts - Political Science, Public Administration

The Pennsylvania State University

SPHR - Senior Professional in Human Resources, active certification since 2015

SHRM-SCP - Senior Certified Professional, active certification since 2017

Clarity & Confidence Women's Leadership Program completed in 2025

Society for Human Resource Management (SHRM) National Member

SHRM Berks County Chapter #179 Member – previously served as Vice President, Treasurer, and Secretary

Technical Skills

HRIS/HCM: Paylocity, ADP Workforce Now/Enterprise, Workday, UKG Pro

Performance Management: Paylocity, SuccessFactors

Learning & Development: LC Vista, Cornerstone OnDemand, LinkedIn Learning

Recruiting Tools: iCIMS, LinkedIn Recruiter, Taleo, Paylocity, ADP Recruiting, Paylocity

Workflow/Project Management: Monday.com, Microsoft Planner