

JENNIFER (JENN) HANCE

(616) 634-2871 * JENN.HANCE@GMAIL.COM * [LINKEDIN.COM/IN/JENNIFERHANCE](https://www.linkedin.com/in/JENNIFERHANCE)

FAMILY * FAITH * SERVICE * AUTHENTICITY * GROWTH

HIGHLIGHTS OF QUALIFICATIONS:

- Strategic and authentic People Leader with 15+ years of progressive experience across the full talent lifecycle, including recruitment/talent acquisition, learning & development, leadership development, and performance enablement.
- Experienced advisor for executives and senior leaders to align organizational needs, leadership development, and culture with business objectives - serving as a thought partner to HR, Transformation, Change Management, and other departments.
- Builder of high-performing L&D and talent teams, including the design and implementation of scalable learning ecosystems, onboarding frameworks, career pathing strategies, and leadership development programs.
- Certified HR and Learning Professional (SPHR, SHRM-SCP, APTD) with demonstrated leadership within cultures of high-growth and frequent organizational change.

People Leadership/Management:

- Built and led the first internal training development team at Acrisure (2 Managers, 13 individual contributors) to work through the ADDIE process for creating learning solutions. Realigned team as part of consolidation into a centralized Learning & Development department at Acrisure to increase efficiencies and effectiveness for business partners, key functional areas, and shared team resources.
- Defined more than 25 training standards, 20 templates, and 8 workflows supporting standardized operations for the Technical Training Team at Acrisure. Re-defined expectations of what learning experiences should be as part of an employee-owned learning culture.
- Successfully managed the budget for the Technical Training Team, achieving a 20% reduction in actual spend compared to the allocated budget for 2024. On track for meeting 2025 budget parameters, with up to 10% reduction in actual spend.
- Increased Annual Employee Engagement score by 6 points in 2024 as a leader at Acrisure. 2023 Annual Employee Engagement score of 71 with 100% favorable responses to “My manager cares about me” and “My manager provides the support I need.”
- Responsible for multiple cross-departmental strategic initiatives including: Employee Engagement, Employee Recognition, Management Development, Leadership Development, and Service Standards & Hospitality at BarFly
- Led a team of Training & Development Managers, in addition to matrix-management for 11 onsite training managers, with a shared vision of providing all employees “what they need, when they need it, how they need it” at BarFly.

Performance Consulting/Learning Advisor:

- Established relationships between key leaders in National Leadership Development, National Learning & Development, and the Advisory Talent Development team to identify key initiatives for driving performance at BDO.
- Served in a Learning Advisor capacity for key stakeholders by utilizing performance consulting best practices to align initiatives before kicking off project work teams to ensure business impact at Acrisure.
- Conducted first-ever Employee Engagements surveys at Service Express, analyzed results for organizational improvements, and advised leaders on next steps for action.
- Partnered with fellow leaders in the Talent & Culture Enablement team at Acrisure to develop success profiles for key functional areas - mapping competencies to behaviors, skills, and knowledge needed for hiring and developing high-performing leaders and contributors.
- Collaborated and designed the 2025 Performance Management Year-End Review for North America Retail at Acrisure, introducing the first standardized documentation and review process for more than 600 locations in the organization.

Talent Acquisition/Recruitment:

- Staffing/Professional Placement Services: Gathered information about climate and culture at partner companies to develop streamlined recruiting processes, reducing turnover in temporary employees by 48% at primary client, and minimizing risk of losing client satisfaction with our services.
- Collegiate Career Services/Employer Services: Increased interview-to-hire conversion rate by 20% in a 12-month period by implementing a pre-screening and follow-up system that effectively matched candidates’ skill sets and strengths to appropriate employer opportunities.
- Corporate Talent Acquisition: Responsible for 106 hires within a 3-year period, holding a retention rate of 85% for 12 months post-hire. More than 50% of retained hires were promoted to higher level roles within 3 years, including several Director-to-Executive promotions.
- Employer Value Proposition: Led values and culture workshops with Executive Leaders at BarFly to reshape how we attracted and retained our team members, focusing on telling the story of our brand and embracing the authenticity of our people.

Leadership Development:

- Designed and facilitated various leadership development workshops including Emotional Intelligence, Recruiting for a Well-Rounded Team, Coaching, and Casting Vision & Communicating Change at BarFly.
- Served as a member of the Leadership Development Committee at Service Express, working with the Executive Leadership Team to identify training needs, create solutions, and execute Leadership Training events.
- Researched Acrisure Leadership philosophies and proposed a Leadership Model to Talent Leaders.
- Designed and served as Project Manager for the initial Acrisure Partners Leadership Program.

Onboarding/New Hire Experiences:

- Developed Onboarding 2.0 program for Service Express, incorporating “our why, what, and how”, increasing new hire Net Promoter Score from 22 in 2015 to 96 in 2018.
- Created and implemented the Financial Flight program for Financial Business Partners. Partnered with key leaders in Project Controlling to design, develop, and implement role expectations and onboarding for new hires at Dematic.
- Oversaw development of new hire experiences for Accounting, IT, HR Operations, Workday Users, and Acrisure Business Services team members, including mentorship and self-directed role-based training, with a Net Promoter Score of 72 in initial year.
- Worked in tandem with CEO, VP of HR, and VP of Operations to develop diversity and inclusion training as part of orientation for all employees at BarFly.
- Leading strategic initiative for the development of a unified People Leader New Hire Journey, specific to Growth and Operations managers, at Acrisure.

Learning & Development:

- Created curriculum maps, role-specific “playbooks”, and training schedules to enhance the new hire training process for Sales Leadership, Sales Development, and Sales Executives at Service Express.
- Facilitated webinars and classroom-based seminars with an average 98 Net Promoter Score.
- Key influencer for Annual Sales Conference at Service Express. Designed agenda, coordinated guest speaker, developed content for various breakout sessions, supported leadership in creation of main stage message presentations. Received an average 4.8 out of 5-star rating.
- Led team in creation of more than 100 learning solutions for teams within Acrisure, supporting 14 different departments, in addition to servicing Acrisure Partner organizations, within an 18 month period.
- Strategized and created Strengths-Based team building, coaching, and personal development program at Service Express.

Learning Technology:

- Served as Test Lead for implementation and configuration of Workday Learning (LMS) at Acrisure.
- Converted analog learning to digital and interactive learning solutions utilizing Adobe, Articulate360, and Schoox LMS at BarFly.
- Launched Litmos LMS as a super-user at Service Express after converting from Moodle LMS.

WORK EXPERIENCE:

Acrisure, Grand Rapids, MI

Sr. Manager, Learning & Development - HR: Talent & Culture Enablement Team (1/2025 - Present)

Sr. Manager, Technical Training - Operational Excellence Team (1/2024 - 1/2025)

Manager, Technical Training - Operational Excellence Team (11/2022 - 1/2024)

Sr. Talent Development Specialist, Leadership Development - HR: Talent Management Team (3/2022 - 11/2022)

Dematic, Grand Rapids, MI

Learning Partner/Instructional Designer - Global Finance: (8/2021 - 3/2022)

BDO USA, Grand Rapids, MI

Learning & Development Relationship Manager: (11/2020 - 8/2021)

Project BarFly/BarFly Ventures, Grand Rapids, MI

Director of Training & Development: (7/2019 – 11/2020)

Service Express, Grand Rapids, MI

Performance Development Specialist/Development Team Lead (L&D): (6/2014 – 7/2019)

Talent Acquisition Specialist/Corporate Recruiter: (1/2011 – 6/2014)

ITT Technical Institute, Grand Rapids, MI

Director of Career Services (DOCS): (7/2008 – 1/2011)

Career Services Specialist: (2/2005 – 7/2008)

Manpower of Greenville, Greenville, MI

Branch Supervisor/Staffing Specialist: (5/2003 - 2/2005)

EDUCATION:

B.A. Communication Michigan State University, East Lansing, MI

Emphasis in Organizational Communication; Specialization in Public Relations