HERMON L. MASON, CLF

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# Diversity & Inclusion ♦ Human Resource Management ♦ Talent Acquisition

# ♦ Employee Resource Groups ♦ Employee Engagement

#  Team Building ♦ Community Building ♦ Branding ♦ Thought Leadership

Senior Management Professional with proven expertise in the areas of Diversity & Inclusion, Talent Acquisition, Human Resource Management, Employee Engagement, and Thought Leadership. Possesses over 15 years of leadership experience in the US Armed Forces. Proficient in building multicultural and globally diverse teams, working in deadline driven environments. Consistently recognized for exceeding individual and team goals.

**RELEVANT EXPERIENCE:**

## COUNTRY FINANCIAL Atlanta, Georgia

 ***Agency Manager/Financial Services Professional*** **2012 to Present**

Directly responsible for the successful implementation and execution of key performance indicators to maintain a productive and cost-effective agency while maintaining an environment that meets all regulatory rules and guidelines. This includes achieving sales, market share, and productivity targets, financial objectives, implementing agency market strategies and plans, and directly supervising and developing a team of local Financial Representatives. Chair of the Multicultural Business Resource Group (MCBRG) focused on Agency Sales Force Diversity, Equity & Inclusion strategy implementation.

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* 2 x All American Agency Manager & 4 x All Star Agency Manager
* Regional Champion Agency Manager for the Southeastern Region for contest year 2017.
* Achieved 150% of sales quota against COUNTRY Financial sales objectives.
* Ranked 1st in COUNTRY Financial new Financial Representative Sales Contest.
* Recruit, train, develop and retain a diverse agency sales force while coaching, mentoring and motivating Financial Representatives to reach and exceed COUNTRY Financial’s short, intermediate and long-term goals.
* Provide thought leadership to develop innovative, business focused DEI solutions to address business needs and drive business results
* Partner with Executive Leadership Council to monitor and evaluate DEI progress.
* Recognized as DEI expert in Financial Services Industry. Partner with local colleges to increase awareness of Financial Services Industry.
* Evaluate local market to determine market opportunities and areas for growth.

## EVEREST INSTITUTE Atlanta, Georgia

***Director of Career Services*** **2009 to 2011**

Directed a team of 15 Career Services Representatives, Account Managers and Business-to-Business Sales Representatives, responsible for placement and training of a diverse population of 890+ medical candidates from the Jonesboro Campus. Identified and contacted medically-related practices to identify opportunities for Medical Assistants, Insurance Billing and Coding Specialist, Pharmacy Technicians, Patient Care Technicians, Medical Administrative Assistants, and Massage Therapist. Utilized PeopleSoft Human Resources module to document recruiting activities.

* Turned around entire placement process which was underperforming the minimum required 70% placement rate to maintain accreditation:
* Dramatically improved placement rate by 300% in less than 9 months
* Achieved a 50% Extern-to-Hire ratio increased from 35% in previous year
* Reversed ranking from last out of 105 schools to *Number One* in the Atlanta market
* Received *Presidential Star Award* for staff’s turnaround efforts, as well as 10 Regional and Division *Placement Awards*
* Recognized with the *Relentless Executive Award* for placement accomplishments.

 **Hermon L. Mason** *A Résumé of Qualifications page two*

* Organized Career Fairs and On-Campus Recruiting Events, resulting in the placement of more than 650 medical candidates.
* Worked with local recruiters and staffing managers; negotiated more than 550 business contracts with private practices, government agencies and local hospitals.
* Responsible for budget and P&L; screened, hired and trained staff, regarding Employer Ignition System Sales Process and CampusVue applicant tracking system.
* Awarded Everest South’s *Rookie Director of the Year* in 2010.
* In addition to Director of Career Services (Jonesboro) responsibility, took on responsibility for training Career Services Departments in the Atlanta Region.
* Selected as a member of Program Advisory Council, working with local medical managers and outside advisors to improve curriculum and maintain up-to-date course emphasis.

## UNITED STATES MARINE CORPS Various Locations

***Director of Talent Acquisition*** **1998 to 2009**

Supervised a team of 15 Recruiters analyzing recruiting activities and metrics implementing necessary corrective measures to ensure success of the recruiting program. Coordinated and conducted over 100 Recruiting and Retention hiring fairs targeting specific candidates.

* Directed “Contact to Contract” employee recruiting and retention program, realizing successful recruitment of over 3500 qualified individuals in the *Marine Corps.*
* Interviewed, screened and recommended appropriate job placement based on skill sets, assessment scores and security clearance level of selected individuals.
* Served as liaison between Headquarters and Local Company on all Human Resources & Education matters.
* Received *Navy & Marine Corps Achievement Medal* for recruiting and retention excellence; assigned responsibility for several locations, including Bahrain, San Diego, Norfolk, Orlando and Kings Bay, Georgia.
* Received *Honor Graduate* recognition at *Recruiting Career Retention Specialist Course*.

**EDUCATION:**

## CORNELL UNIVERSITY Ithaca, New York

 **Diversity & Inclusion Certificate** 2020

 **THE AMERICAN COLLEGE OF FINANCIAL SERVICES** Bryn Mawr**,** Pennsylvania

 **Chartered Leadership Fellow** 2017

## THE PENNSYLVANIA STATE UNIVERSITY University Park, Pennsylvania

### Master of Human Resources & Employment Relations 2011

###  (Concentration: Staffing, Training & Development)

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## AVERETT UNIVERSITY Danville, Virginia

### Bachelor of Business Administration 2008

**PROFESSIONAL AFFILIATIONS:**

Atlanta Business League Board of Director 2019 to present

100 Black Men of Atlanta Member 2018 to present

Warrick Dunn Charities Board of Director 2016 to present

Georgia Diversity Council Member 2015 to present