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SENIOR EXECUTIVE: SALES COMP • COMPENSATION & REWARDS

Leading the Way to: Peak Experiences • Shared Values • Curiosity Cultures

Inventive, collaborative executive who's delivered 20+ years of compensation and rewards excellence. Set the standard in the creation of healthy cultures and profits that emerge from employees who feel as valued as customers across telecom, healthcare, finance, software, real estate, and ecommerce spaces.

Attract and retain top talent who expect work environments that support them in being fulfilled individuals and in celebrating a shared culture that they are passionate about. Use HR tools to make managers more effective and connected with their team members.

Compensation outlook is informed by a working understanding of total rewards and generalist HR skills, e.g., benefits administration and executive compensation.

Leverage HRIS and other technologies to achieve business goals.

Apply passion for exploration (visited 70+ countries, piloted motorboats and private planes) to find common ground and delight people in surprising ways.

CAREER HIGHLIGHTS

Pioneered peak-experience rewards that funded themselves.

Restructured rewards guidelines and inspired sales teams to perform to them, such that extraordinary rewards trips, up to \$2.5M, paid for themselves and left high-earning sales executives with dropped jaws, strengthened camaraderie, and renewed dedication.

Leveraged compensation and rewards programs to unify organizations.

For example, at H&R Block, centralized compensation operations and culture for 14 business units. At newly formed T-Mobile, collaborated with colleagues to establish new compensation plan for 4 incoming organizations.

Added millions in revenue, and strengthened cultures.

Improved sales performance by double digits (top achievers delivering up to 200% of quota), and incentivized collaboration and corporate citizenship.

Saved millions in overhead.

Centralized and automated functions, in-sourced services, and optimized vendor deals. Cut up to \$2.5M in operating expenses.

EXECUTIVE LEADERSHIP CONTRIBUTIONS

Proton Digital Medicine, Berkeley, CA, 2018 (6 months)

CONSULTANT/INTERIM DIRECTOR OF TOTAL REWARDS: Hired to establish Compensation Function, starting with Total Rewards strategy, for this medical technology startup ahead of IPO.

Building Pre-IPO Value and Long-Term Success with Strategic Total Rewards Program

- **Ensured integration with business goals,** performing review of objectives and of existing salary structures, equity practices, recognition programs, and communications with C-suite and functional leaders.
- **Fostered informed Total Rewards and overall strategy decisions,** analyzing assessment findings and facilitating in-depth discussion on the organization's then-current state and shared ambitions.
- **Reinforced revised Total Rewards philosophy with** updated salary structure and organizational design/job families. Supported initiative with concise, impactful training program and change management initiative.

John Chesney Independent Contractor, LLC, Los Angeles, CA

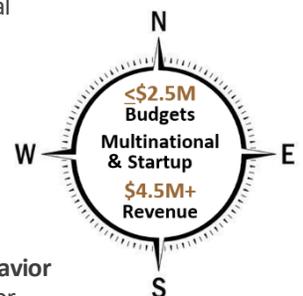
PRINCIPAL SALES COMP AND COMPENSATION & REWARDS EXECUTIVE: Worked with select clients as fractional executive helping select 7- to 10-figure organizations maximize achievement by engaging employees and establishing meaningful recognition and experience-based sales incentives. Designed and executed "wow" employee experiences: end-to-end program creation, internal marketing collateral, and mobile/social tools. Negotiated win/win partnerships with global vendors. Added \$7M in profits. Budgets up to \$2.5M.

Creating Incentive Program to Transform Culture for Commercial Real Estate Startup

Early-stage online commercial real estate company had no formal sales organization and no culture-building strategy. Built top-performers to counter the individualist, "sharky" culture that had started to emerge.

- **Established self-funding incentive program that encouraged collaboration rather than the cutthroat behavior that was a concern.** Built in subjective element, evaluating performance as a team member and contributor.
- **Designed and executed rewards events that delighted even the super-high-earning commercial agents.** Selected gifts that brand-conscious attendees would be proud to show off. Ensured rare intimate time with senior executives who attended for this purpose.

2014-2018



Unifying Culture Following M&A Push and Major Re-Org of Leading FinTech Firm

Hired by sales leaders of two newly spun-off divisions of iconic financial software organization to revamp and/or build sales rewards program. Following multiple acquisitions and restructure, the culture-building and integration aspect of the rewards program was critical.

- **Created once-in-a-lifetime experiences for top performers that drove sales excellence** and influenced culture; e.g., New York with private ferry, Broadway review, '40s-themed Rainbow Room dinner, and private performance by John Legend at Lincoln Center.
- **Personalized the spectacular**, using multimedia presentations to celebrate individuals and providing personalized keepsakes.
- **Engaged partners and spouses to foster sales performance support at home.** Launched year-long significant-other communications.
- **Deepened corporate citizenship while enriching rewards experience.** Designed award-winning community service elements that were incorporated into each sales-achiever celebration, inspiring highest-ever event ratings from participants.

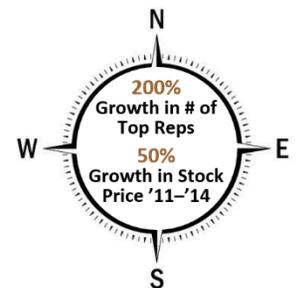
H&R Block, Kansas City, MO

2002–2014

DIRECTOR, SALES COMPENSATION & RECOGNITION (2011 – 2014): Tapped by CEO to support unification of 15 operating units by creating an all-new, centralized Sales Comp function. Once function was built, adopted, and operating independently, proposed a complete revamp of the Sales Club into an extraordinary, self-funded experience that would further support a united sales culture.

Pioneering Sales Club with Crown-Jewel Trips, Adding Millions in Revenue and Double Digits to Quota Achievement

- **Re-invented rewards program. Transformed Sales Club into self-funded program culminating yearly in a 7-figure peak experience.** By raising the bar from “making quota” to closing 130%+ of quota, easily funded program from additional revenue.
- **Hit the ground running with an event described as “the best thing I’ve ever been to” by many participants.** Drastically up-leveled vendor’s ideation and execution to create a Cabo wonderland with media projected on mountainside and a recreation of a Moroccan market where attendees “bought” refreshments and swag to the beat of the live band.
- **In-sourced event management after first year, retaining greater capital for Sales Club features.** One memorable trip to New Orleans included service project at school still recovering from Katrina, Gospel brunch celebrating that work, a private Mardi Gras-style parade, and a surprise awards ceremony in the Superdome, complete with marching band and fireworks.
- **Added millions of dollars to the bottom line**, with reps at 130%+ quota increasing from 100 to 300 in response to powerful incentives and culture of uber-high achievement.
- **Carried lessons in employee experience from annual trip to integral aspect of company culture.** Found ways throughout the year to communicate connection and create special moments that inspired sales team to top performance and made them invested in global goals.



Uniting 15 Siloed, Multinational Sales Organizations by Architecting Centralized Sales Comp Center of Excellence

- **Added millions to P&L by unlocking operational efficiency while spurring revenue growth.** In 3 years, established SOPs, infrastructure, and culture that best met everyone’s needs. Led collaborative communications, internal PR, and change management initiatives that generated excitement for the new sales comp strategy.
- **Ensured fiscal soundness and strategic alignment of comp structure while attracting and retaining top-caliber talent.** Worked closely with Finance to identify opportunities and build models that predicted the cost of incentive programs. Collaborated with HRBPs, sales executives, Sales Operations, and CEO to assess and improve iterations.
- **Kept compensation structure simple and leveraged HRIS technology.** Invested in Sales Com system that tracked payouts. Limited compensation to 3 measures and worked with system developer to build mobile app so sales executives could see their commission in real time, thus resolving long-standing and demoralizing confusion about how they were paid.
- **Increased engagement, improved payment accuracy, and spurred greater revenue and profitability.** Acting as a single unit, sharing problems and ideas, it was easy to see and resolve financial vulnerabilities and address employee concerns fairly and consistently.
- **Paved the way for function success and longevity with team-building and succession planning.** First hired analyst who would help stand up function and lead it once job was complete. Over 3 years, built, trained, and led 14-member Sales Comp team.

DIRECTOR, COMPENSATION & RECOGNITION (2002 – 2011): Hired as comp representative by CEO to help build an advanced compensation system that would fulfill his vision of prioritizing employee experience by building value and trust with how employees were paid. Reported to VP of Total Rewards, creating infrastructure to support re-imagined compensation function. Supported compensation aspect of M&A integrations.

Promoted to director in 2004, a nod to the increased visibility of compensation in an organization where there were few director-level roles. In addition to leading compensation in a new direction that aligned with global strategy, participated in select executive compensation initiatives and projects—including program design and compensation committee due diligence reporting. Managed high-value vendor contracts and led team of up to 10 in creation of broad-based compensation and incentive programs for 8K employees worldwide.

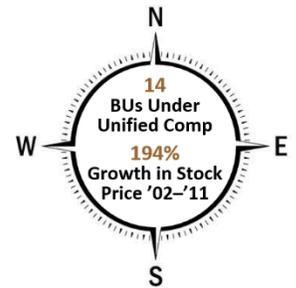
H&R Block, continued

Collaborating with VP of Total Rewards to Attract, Retain, and Engage World-Class Talent Pool That Drove Growth

- **Generated positive associations with compensation revamp across 14 organizations.** Spent initial weeks interviewing cross-functional leaders to identify common compensation needs and foster a sense of ownership in the process. Developed communications strategy for HRBPs, including clear explanation of best practices and addressing obstacles and objections.
- **Housed diverse compensation plans in newly launched Workday Compensation program, aligned with Peoplesoft HRIS.** Headed functional design and rollout of both.

Responding to Employees’ Need for Consistency, Improving Employee-Manager Relationships and Global Engagement

- **Remediated disgruntlement over segmented compensation approach that was called out in an employee survey.** Redefined director of compensation role and functional structure. Met with business unit heads to align requirements and leadership platforms so they were simple and consistent. Rolled out training so that managers across the organization were acting from the same “script.”
- **Gave managers tools to apply unified comp system while honoring functional requirements and strengthening engagement.** Created job families with specific requirements and compensation structures, teaching managers to use the tool as a way to help team members optimize performance, plan their career path, and participate in transparent, 2-way performance assessments.
- **Incorporated innovative reward and recognition programs in job family tools,** introducing concept that would support managers in laying out a career path for team members.
- **Optimized rewards dollars and equity, evangelizing pay-for-performance philosophy** by leading annual and semi-annual compensation review initiatives.



Sabbatical, 2001: Following T-Mobile’s acquisition of Touch Cellular, took a year to travel the world. Visited 7 continents, including a 2-week expedition in Antarctica with National Geographic. Applied elements of travel, wonder, surprise, and joy to employee experience philosophy.

T-Mobile Wireless (formerly Air Touch Cellular), Atlanta, GA & Irvine, CA 1996–2001

REGIONAL COMPENSATION MANAGER: Brought employee experience mindset to compensation function and deepened knowledge of sales compensation. Worked from Atlanta initially, then selected to move to Southern California region and participate in creating more robust comp manager roles. Implemented new HRIS ahead of Y2K crisis. Navigated comp integration as 4 companies merged to form T-Mobile: worked with counterparts to build common compensation system and related internal communications. During this process, one executive leader quipped, “You’re the only comp person I’ve ever seen who smiles.”

Early Career in Retail Banking, Atlanta, GA & Jacksonville, FL

COMPENSATION CONSULTANT AT WINTRUST BANKS: Applied focused compensation expertise within highly regulated environment.

CRITERION BANKS: Gained real-world foundation as an HR generalist, attending HR training program. Spent 6-12 months in each division of HR, including recruitment, benefits analysis, comp analysis, and employee relations.

EDUCATION & PROFESSIONAL DEVELOPMENT

BBA, University of Southern Mississippi, College of Business and Economic Development, Gulf Park, MS

From rural high school class of 63 students, embraced scope and diversity of peer group—a mindset that evolved into a passion for corporate diversity and inclusion.

- Professional in Human Resources (PHR) from SHRM
- Certified Compensation Professional (CCP) from World at Work
- Certified Incentive Specialist (CIS) from Society for Incentive Travel Excellence



RESUME STRATEGY FOR AN ADVENTUROUS HR EXECUTIVE

To John, employee experience was everything. Certainly, his work in compensation, benefits, and rewards led directly to improved customer experience and a parallel rise in sales and profits. But it was more personal for John. He loved delighting people. An explorer himself—from his youth piloting motorboats in the Mississippi backwaters to an adulthood of travel to 70+ countries—he reveled in the mind-expanding effects of new, shared experiences.

Incorporating team-building and corporate citizenship activities always, like helping a school rebuild after Katrina, along with surprises like a mystery bus ride ending at a private event with fireworks and a marching band at the Superdome, the events he orchestrated prompted attendees to describe themselves as forever changed. Loyalty, engagement, and performance went through the roof when John was on the scene.

And, while the events were what John loved most about his job, they were also a culmination of much of the culture and structural work he accomplished back at headquarters with training, compensation, and organizational development programs.

The challenges with John's resume were to convey the absolute splendor of his rewards work, while also showing how that translated into year-round culture and change management as well as the more tactical aspects of his job.

Much of what John did was to take employees on a journey: to exotic locations, to new ways of seeing their work and value, through major events like M&A integrations. The journeys were not always easy, but they were embarked upon together, and completed with greater loyalty and engagement than when they began.

I gave the resume a big visual "wow" with the mountain-climbing theme, which also reinforced John's focus on collaboration and camaraderie. I mention H&R Block and T-Mobile in the top highlights columns so the reader doesn't have to wait until subsequent pages to see the big brands. The resume takes the reader on a visual and narrative journey, with headlines and compasses showing the way towards John's most important contributions.

I mention his early career and education with enough detail for readers to understand that he has a solid foundation as an HR generalist as well as a passion for diversity and inclusion.