

Position Profile

SVP Human Resources



Executive Overview

Company: WeDriveU, Inc.
Position: SVP Human Resources
Location: Burlingame, CA
Website: www.wedriveu.com

Founded in 1988, WeDriveU is a leader in transportation management that specializes in Corporate and University Shuttles and Managed Transportation services. Recognized as a pioneer in mobility, the company is a strategic partner to the world's top brands, with client programs that consistently earn awards for excellence in commuting and sustainability. WeDriveU serves nearly 7 million annual passengers, removes 11,500 cars from roads each day and eliminates 42 million pounds of CO2 annually.

In April 2019, National Express Group PLC announced the acquisition of 60% of WeDriveU. With this acquisition National Express will form a new shuttle division within its North American business, led by the WeDriveU management team, to drive expansion in the employee, university, and hospital shuttle markets. Together these US markets are worth more than \$5 billion in annual revenue. To learn more about the National Express and WeDriveU partnership, read here: <https://www.directorstalkinterviews.com/national-express-group-plc-acquires-60-stake-in-wedriveu/412771931>.

WeDriveU is seeking an outstanding Senior Vice President of HR to help with the company's exceptional growth and expansion. This person will lead and guide various HR initiatives, develop systems and processes regarding human capital strategies, and lead employee relations as the company continues to grow.

As an integral member of the executive team, the SVP HR for WeDriveU will be in a key position to directly influence the company, extending its position in the global transportation marketplace. For the right individual, this is a unique opportunity to help shape a company with a rapidly ascending position in a dynamic industry.

About the Company

Founded 30 years ago, WeDriveU is far from a typical transportation company. WeDriveU provides a range of services for clients across numerous industries, helping organizations improve by alleviating traffic congestion and parking demand, improving access to public transit, and connecting facilities within and between their workplaces and campuses.

WeDriveU is a rapidly growing business with a nationwide footprint, more than 1000 employees, 550 vehicles, and \$141 million in revenue for 2018 (compared to \$90M in 2017 and \$180M+ projected for 2019). In fact, their revenue has more than doubled within the past two years. WeDriveU's goal is to become a \$500M revenue company in the next 3-5 years.

WeDriveU's proven experience in end-to-end transportation programs encompasses strategy, experienced drivers and managers, robust fleet options, transportation analytics, passenger experience, and risk management. WeDriveU's offering includes Corporate Shuttles, University Shuttles, and Managed Transportation Solutions (Data Collection Services, Automotive Event Services and Executive Driver Services).

Representative Clients






















Key Executives



Dennis Carlson
CEO

Since founding WeDriveU in 1988, Dennis has led the company's growth as the leader in transportation management. Dennis' vision for transforming transportation has been featured by Fox Business News and the New York Times. His entrepreneurial spirit inspired the company's early growth as the leader in professional chauffeurs who drive the client's car, and he continues to spearhead programs to address clients' evolving transportation needs. Dennis was a CPA at Arthur Andersen, Co. prior to founding WeDriveU. He graduated cum laude from St. John's University with a B.A. in Accounting/Business Management.



Erick VanWagenen (Hiring Manager)
President & COO

Erick was recently promoted to President & COO. Previously, he served as EVP & Chief Commercial Officer and led WeDriveU's go-to-market strategy by overseeing sales, marketing, customer success, strategic partnerships and technology innovation. Over more than 10 years, Erick has developed and expanded WeDriveU's client base, driving revenue growth and scaling WeDriveU nationwide. Erick has a Bachelor's degree in Productions and Operations Management from California State University-Hayward – School of Business and Economics and is a member of the Association for Commuter Transportation.

Position Overview

Reporting to WeDriveU's President & COO, the SVP HR will oversee the Human Resources department with priority focus on recruiting and retention programs, wage and hour compliance, and communication with organized labor for all WeDriveU locations, employees, and leaders. They will oversee and direct strategic initiatives to support success of the company including: Employee Law, Benefits Administration, Recruiting, Retention, Hiring, Compensation Management, HRIS Administration, Employee Relations,



Performance Management, Training and Development, and Associate Engagement. As a senior leader in the organization, they will set the strategic direction of HR initiatives that align with future goals and objectives as well as provide coaching and leadership development. They will support leadership team in growing associate, client, and customer satisfaction while leading a team of five+ Human Resources professionals.

Reporting Relationships

The SVP HR will report to Erick VanWagenen, President and Chief Operating Officer.

Peer Relationships

Peers to the SVP HR include:

- Chief Commercial Officer
- SVP of Finance

Principal Responsibilities

- Develop and oversee all recruiting and retention initiatives, including the creation of a human capital strategy to support the growing needs of the business. Work closely with the senior leadership team to create recruitment and retention plans based on staffing targets. Create a comprehensive talent acquisition program to maximize outreach and reduce hiring time with the best candidates. Utilize HR Systems to automate, track, and streamline sourcing, hiring, and onboarding.
- Oversee and research all legal applications of employee laws with specific focus on wage and hour compliance. Train leaders on appropriate applications of the laws for union and non-union employees. Lead collective bargaining initiatives in partnership with the legal team and ensure the appropriate management and training of leaders of all agreed upon contracts.
- Define new policies and programs to support the growing and changing needs of the business and identify improvements to existing policies and programs. Serve as an internal business consultant to executive leaders, counseling on policies, procedures, performance management, and compliance.
- Oversee and ensure the roll out of new HRIS systems providing for more efficient recruiting, sourcing, headcount reporting, turnover analysis, training and development, and salary and benefits administration. Create progressive approaches for HR infrastructure to fuel unprecedented efficiencies and effectiveness for employees and leaders. Create an overarching strategy for the alignment of all HR Systems to support short-term and long-term needs of the company.
- Develop an onboarding program for all new associates and train field management team on supporting a consistent approach for all new hires. Develop a training program and toolkits for leaders to successfully roll out onboarding for engagement and retention.
- Oversee all employee relations including the development of legally consistent processes with a timely turnaround for performance management, disciplinary approaches, policy review, legal applications, and appropriate documentation for leadership and associate support.

- Oversee talent management initiatives including performance management approaches and guides, career development planning, organization design, and training and development programs supporting leadership needs, generational associate needs, and providing appropriate knowledge and skill development.
- Oversee benefits and compensation administration. Direct all benefits management by researching and implementing best practices, cost efficient, and competitive benefit packages. Direct all compensation management by creating differentiated compensation packages used to attract and retain the best talent through industry standard base salary administration, bonus administration, and stock plan administration.

Primary Goals

During the first twelve months, the new SVP HR will be expected to focus on the following objectives:

1. Develop strong working relationships with the executive team, key stakeholders, and direct reports.
2. Implement ADP HR and Jobvite systems and formulate policies that build HR structure and create a culture of consistency.
3. Quickly come up to speed on the business and assume management of WeDriveU's human capital strategies and initiatives, including but not limited to recruiting and retention, benefits administration, wage and hourly compliance, HRIS systems rollouts, and compensation and benefits.

Candidate Requirements

Candidates for this position will have excellent knowledge of all applicable Human Resources laws and policies at federal and appropriate state levels as well as excellent knowledge of wage and hour laws. They will have strong working knowledge of union collective bargaining laws, approaches, negotiations, and approaches in addition to knowledge of the transportation industry. They will possess excellent knowledge of hiring, benefits and compensation administration, talent and performance management, training and development, and employee relations. They will also need to have experience with coaching and leader development. Additional professional and personal requirements include:

Professional Qualities & Experience

- Minimum 15 years' experience leading HR policies, strategic initiatives, and programs and process, preferably in the transportation industry.
- 8 years' experience managing a team of HR professionals.
- Experience as a senior HR leader in a mid-sized company with a proven track record of success.
- Strong presentation, negotiation, and communication skills, both verbal and non-verbal.
- Excellent project management, process administration, and leadership skills.
- Ability to interpret and explain laws, policies, and processes to all levels of people.
- Ability to deliver results that support business goals and objectives.
- Ability to work with technology in HR Systems, deliver training programs, and create solutions that match the needs of associates.

- Bachelor's degree required, ideally a Bachelor of Science in Business Administration with a major in Human Resources Management or Organizational Leadership (or equivalent years of experience in Human Resources).
- Masters in Human Resources Management/MBA, SPHR/PHR, and/or SHRM Certification preferred.

Personal Qualities

This is a nimble, entrepreneurial company on a tremendous growth trajectory. Transparency and performance are paramount at WeDriveU. Candidates should bring confidence backed by ability, a strong sense of ownership and purpose, and a competitive spirit focused on helping WeDriveU succeed. Additional personal attributes include being:

- Execution-Focused: exceptionally driven and thrives in a goal-oriented environment; speaks more with action than with words
- Process-Oriented: develops and enforces processes to allow repeatable success
- Problem-Solving: leads with a “can do” attitude and flexible mindset to deliver solutions
- Multitasker: juggles multiple projects successfully and on time, prioritizing both key objectives and customer service
- Hardworking: makes the extra effort to achieve major goals and performance improvements
- Intellectually Curious: eager to learn all aspects of the organization, industry, and client needs
- Agile: flexible and able to excel in a fast moving and dynamic organization
- Fun: possesses a good sense of humor and the ability to “mix it up” with the executive team

Search Process

FlemingMartin LLC has been exclusively retained for this executive search. We respect the need for confidentiality of information supplied by interested parties and assure them that their backgrounds and interests will not be discussed with anyone, including our client, without their prior consent, nor will reference contacts be made until mutual interest has been established.

For additional information, consideration, or to refer candidates for this role, please contact:

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