LISA I. PEREZ, SPHR, SHRM-SCP
HBL RESOURCES, INC.
President & CEO, HR Consultant

Lisa Perez is a USA Today Best Selling Author. She is the Founder and President of human resources consulting company, HBL Resources, Inc., The Complete Manager Makeover, HR Support Service & Training Membership platform and National Management Training Week. She brings over 30 years of HR experience and serves as a trusted advisor, trainer or consultant to small and large organizations including Virgin Hotels, Miccosukee Resort & Gaming, The City of Coral Gables, Best Buddies and Brinks International to name a few. Her second book, *The Complete Manager Makeover, Transforming the Human In Human Resources* was released June 30, 2021.

Lisa is a member of the Society for Human Resources Management where she has held her Senior Professional in Human Resources (SPHR) certification since 2002 and holds the SHRM-SCP designation since 2015. She holds a Degree in Business Management from Southern College and attended Oklahoma State University to pursue her Sign Language Certification. She is a Certified BridgeBuilder® Trainer who facilitates Generational Diversity in the Workplace and is a DISC Certified Human Behavior Specialist.

HBL Resources has been designated as an approved provider of recertification credit programs from both the Society for Human Resource Management (SHRM) and The Human Resource Certification Institute (HRCI).

Lisa is passionate about giving back to her community and has been a volunteer member of S.C.O.R.E. since December 2014. As a member of the Miramar/Pembroke Pines Regional Chamber of Commerce (MPPRCC) MPPRCC since 2011 and an Executive Board Member since 2021, she is Vice-Chair of the Governance Committee since 2021, chaired the Ambassadors Committee from April 2013 - April 2016 and previously Co-Chaired the Education and Training Committee. She volunteered for the Broward County's KIDS AND THE POWER OF WORK (KAPOW) Program since 2012 where she facilitated 5th grade lessons to help prepare students for their futures in the workplace and life. Lisa was also a member of the Women's Ministry Team at Oasis Church in Pembroke Pines Florida where she facilitated the Women to Women Mentoring Program from 2011 to 2015 and currently facilitates a weekly Titus 2 Women's Community Group also focused on women mentoring women.

Prior to forming her consulting company, Lisa served as the VP of Human Resources for Tecton Hospitality/Desires Hotels; a Miami based hotel Management Company operating up to 21 hotels located in six states & Puerto Rico. She was the Director of HR at the Bonaventure Resort & Spa in Weston, Fl., and the Director of HR for the 1,200-room Fontainebleau Hilton Resort in Miami Beach, Fl. During her tenure with Hilton, she held the Vice President position of The South Florida Hospitality HR Association in 2002 introducing the first Legal Update and Trade Show concept to the Association. Prior to this, as the Corporate Director of Human Resources, she developed the company HR infrastructure for Bask Hotel Development Group, a management company based in Atlanta, GA with seven hotels totaling 1,000 rooms in various states.

Her commitment to growth and development was exemplified early in her career, when she started in hospitality with Interstate Hotels Corporation as a front desk clerk, progressed within the HR discipline and accomplished the role of Corporate Director of Recruitment and Succession Planning within 10 years.

She has conducted breakout sessions, workshops and speeches on a variety of topics for several organizations including: HR Track Facilitator for the Jim Moral Institute for Global Entrepreneurship's Small Business & Non-Profit Entrepreneurship Programs, Ultimate Kronos Group (UKG), the 2021 SHRM National Conference, Congresswoman Debbie Wasserman Schultz' 2019 Small Business Workshop; the 2019 Broward & Beyond Conference Plenary Session, a Keynote Speaker for the Tamarac North Lauderdale 2019 Business to Business Expo, the 2021, 2019, 2018, 2017 & 2014 HR Florida State Conference, the 2016 HRABC Diversity & Inclusion Forum, the 2015 Modern Women in Business Summit, the 5th Annual Jim Moran Business & Leadership Conference, the Fort Lauderdale Tower Club Business Luncheon, the 2014 Society for Diversity Leadership Retreat, the 2014 HR Association of Palm Beach County Conference, the HR Association of Broward County, the Young Professionals 360 Group of the Miramar/Pembroke Pines Regional Chamber of Commerce, and regularly offers the Miramar/Pembroke Pines Regional Chamber of Commerce Breakfast BizTips.

She is honored to have been recognized throughout her career with two 2020 American Business Awards® Silver Stevie Awards for Entrepreneur of the Year and Human Resources Professional of the Year, a 2020 Volunteer of the Year Award from KAPOW, a 2019 Honoree at the 100 Successful Women in Business Conference, the 2018 ICABA Salutes HR Management Awards, 2015 peer nominated, Pinnacle Award from the Miramar Pembroke Pines Regional Chamber, consecutively recognized from 2015 - 2018 with the Volunteerism Award from KAPOW, a 2008 Finalist and 2007 Nominee for the South Florida Business Journal Excellence in HR Award, the 2003 Florida Hotel Motel Association Outstanding Manager of the Year, a 2003 and 2001 Finalist Award for the Human Resources Association of Broward County, HR Best Practices Award, the 2002 Fontainebleau Hilton Annual General Manager's Leadership Award, and in her early career, while with Interstate Hotels was awarded the Employee of the Year in 1994, and Employee of the Month in May 1994 and February 1992.

Prior to launching her consulting practice, through her efforts as the Executive HR Leader for her employers, they were recognized as follows:

- 2003 American Cancer Society Relay for Life Award for Best Team Tent
- 2002 Florida Hotel & Motel Association Special Events Awards - One-Time Event for the Fontainebleau Hilton
- 2002 Florida Hotel & Motel Association Special Events Awards - Ongoing Programs for the Fontainebleau Hilton
- 2001 Greater Miami and the Beaches Inn Key Diversity Award for the Fontainebleau Hilton
- 1996 Awarded Interstate Hotels Best Overall HR Office
- 1996 Awarded Highest Overall Satisfaction in the Employee Opinion Survey for Region III.

Originally, from Brooklyn, NY, she is a wife, mom to four daughters and a son and has three grandchildren. She loves scrapbooking and considers herself a craft geek.

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