



**ssn**  
**HR Shared Services  
& Outsourcing Week**

**2025 POST-SHOW REPORT**

JUNE 2 - 4, 2025 • ST. PETERSBURG, FL





# ATTENDEES BY THE NUMBERS



**100+**  
Attendees



**25+**  
Speakers



**30+**  
Sessions

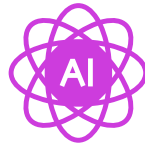


## KEY TAKEAWAYS

**Operating Model Evolution is Happening—One Practical Step at a Time**



**Agentic AI has Moved from Concept to Case Study**



**Service Design is Getting More Personal—and More Strategic**



**Teams Are Getting Smarter About What (and Why) They Measure**



“HR SSOW in St. Pete was a powerful reminder of why this community matters. **We brought together HR shared services leaders from across industries** to share what’s working, what’s not, and what’s next. From AI to employee-centric transformation, the conversations were honest, practical, and energizing. Whether in interactive roundtables or hallway chats, attendees showed up ready to collaborate—not just on strategy, but on the real work of **supporting people, processes, and progress**. We’re excited to carry this momentum forward into December’s edition.

-- Kayla DelPizzo, Market Analyst & Conference Producer, SSON

# HR SSOW WAS THE TALK OF THE TOWN

in



One of the most fun parts of day one at HR #SSOW? The unexpected connections made over dinner (thanks Julie Fernandez!)

What started as small talk quickly turned into a lively conversation about vision boards, big dreams, and a little bit of Michigan pride.

Only Michiganders can bond over mapping the state with our hands—and agree that one of our shared goals is to one day be handed that big check by the Michigan Lottery Commissioner (Suzanna Shkreli).

Sometimes the real magic of a conference isn't just in the sessions. It's in the stories, the laughter, and the new friends made along the way.

\*Checking off the box to posting a selfie with a new connection Allyssa Graham for #SSOWeek



**Amy Wang**  
Head of HR and HR & Payroll  
Shared Services, Americas  
**Mercedes-Benz**  
North America Corporation

in



My heart is full from chairing at #SSOWeek HR Edition in St. Petersburg!...

- Meeting the crew from the Singapore's Ministry of Defence Khai Siang (IHRP-SP, SHRM-SCP), Meng Ghee Kervin Ng and Helen Lew, what a privilege to learn from their experience!
- Having the Higher Ed Track at the same event – great to connect and hear how they are adapting to...everything and preparing our future talent for a wild world ahead.
- Dinner with herronpalmer, always a pleasure to catch up with Julie Fernandez and Dave Polacheck. Thank you!



**Mercedes Sullivan**  
Vice President,  
People Transformation  
**McKinley Companies**

in



Day 1: [#SSOWeek](#)

Today was packed with inspiration and practical insights on how we evolve HRSS into a strategic, employee-centered function.

- ✓ Start with your operating model - structure for success, create excitement, and build champions of change.
- ✓ AI isn't next - it's now. Copilot, Leena AI, and prompt assistants are changing how we serve.
- ✓ Service delivery = critical thinking + empathy + storytelling. We're consultants, not just processors.
- ✓ Track what matters: case life, self-service conversion, and employee-centric metrics....

We're moving fast, thinking forward, and building smarter!

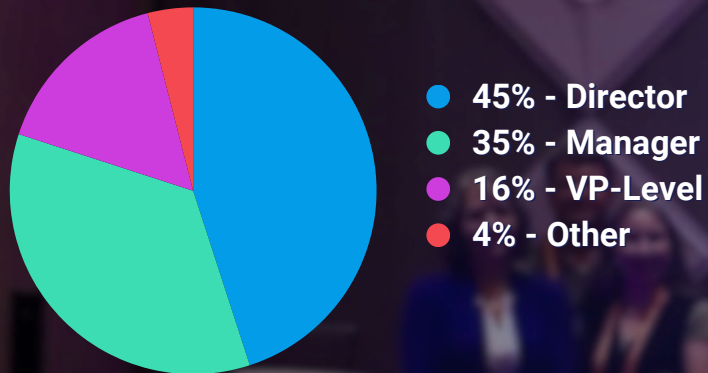


**Charnay Mothershed**  
Manager, People Operations  
(HR Shared Services)  
**ASML**

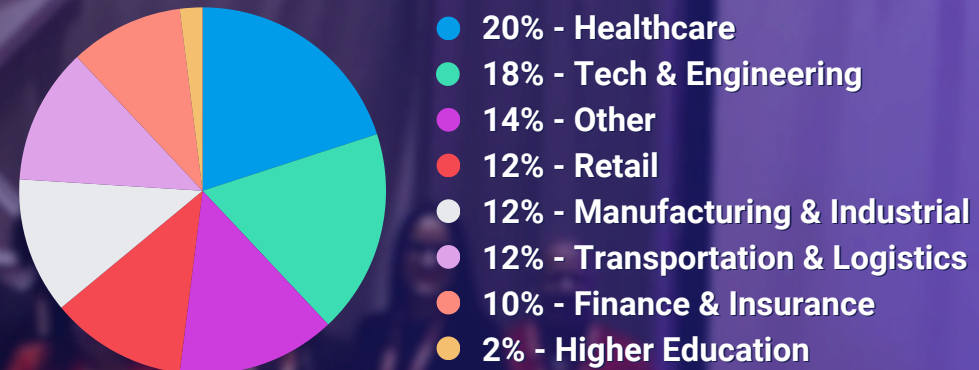


# INDUSTRY LEADING SPEAKERS

## SENIORITY LEVEL



## INDUSTRY



## TOP BRANDS AT HR SSOW

**CENTENE**<sup>®</sup>  
Corporation

abbvie

**SIEMENS**

 **Pfizer**

**Johnson & Johnson**

**BCG** BOSTON  
CONSULTING  
GROUP

**S&P Global**

 **CBIZ**

We're looking for speakers—want in?



# WE'RE STILL SMILING FROM ALL THE LOVE



“ Overall, great experience! it is nice to be in a room full of like minded people who are trying to achieve similar goals.

- *Manager, People Operations*  
**ASML**

“ Eye-opening and inspiring!  
- *Senior Manager, HR Solutions*  
**Sandia National Laboratories**

“ Insightful, thought provoking, and incredibly engaging!!!  
- *Director Global HR Operations*  
**Wabtec**

“ “[HR SSOW] exceeded my expectations! I loved the balance of hearing each company story and the successes and challenges along the way. Each speaker brought a realistic take to their presentation. Fantastic networking opportunities, well-being breaks, and loved the down-to-earth approach of the meeting facilitators.”

- *Manager, HR Operations*  
**Meijer**



“ Connecting, learning and seeing what others are doing was wonderful!  
- *Vice President, HR Tech Strategy & Experience*  
**The Estée Lauder Companies**

“ Very engaging and well organized.  
- *Vice President, People Solutions Operations*  
**CoxAutomotive, Inc.**

“ Overall everything was great, I liked the size of the conference and the various topics discussed.  
- *Director of HR Operations*  
**CBIZ**

# TOP SPEAKERS & SESSIONS

## All Session Formats:

- Workshops
- Panel Discussions
- Interactive Discussion Groups (IDGs)
- Case Studies
- Fireside Chats
- Hot Take Hustle
- Interactive Q&A
- In-House vs. Outsourced Debate
- Box-Breathing Guidance

## Service Expansion | Redefine HR Shared Services with a People-First Mindset

Sponsored by: 



**Karyn Bishop**  
Director, US Payroll  
Shared Services  
Pfizer



**Teri Boyd**  
Executive Director, Americas  
Service Delivery & Global  
Payroll Service Line  
Bristol Myers Squibb

## Panel: Service Delivery | Designing a Future-Ready HR Shared Services Delivery Model



**Mercedes Sullivan**  
Vice President,  
People Transformation  
McKinley Companies



**Beth Cord**  
Vice President,  
HR Shared Services  
L'Oréal



**Tom Sterling**  
Vice President,  
Peoples Solutions Operations  
Cox Automotive

## The Power of Story: Transforming Stakeholders into Shared Services Advocates



**Astrid Whitley**  
Director, HR Shared Services  
Global Tech-Driven Leader in  
Defense, Infrastructure, and  
Cybersecurity



**Tiffany Clark**  
Global Head,  
People Solutions & Wellbeing  
S&P Global

## Navigating Transformation: AbbVie's Journey to a Digital-First Employee Experience



**Marta Boduch**  
Director of HR Operations  
& Compliance  
AbbVie



**Niki Shah**  
Director of HR  
Systems & Content  
AbbVie



**John Dudley**  
Associate Director, HR Digital  
Strategy & User Experience  
AbbVie

## Continuous Improvement | Metrics that Matter: Customer-Driven KPIs to Elevate Your HRSS



**Max Dubroff**  
Senior Manager, HR Solutions  
Sandia National Laboratories

## Debate: In-House vs. Outsourced



**AJ Golden**  
Senior Director,  
Global Payroll & HR Shared Services  
Edgewell Personal Care



**Tom Nesteruk**  
Senior Vice President, HR/  
Associate Chief People Officer  
AdventHealth

## Workshop: Speaking the Same Language: How Process Taxonomy Drives HR Alignment, Lean Operations, and M&A Success



**Danielle Tutson**  
Director, Global HR Operations  
Wabtec Corporation



# THANK YOU TO OUR SPONSORS!



SEE YOU AT

# SSOW

# IN HOUSTON!

**September 15 - 18, 2025**

Houston, TX | Royal Sonesta Houston Galleria

**Add Value. Drive Value.  
Prove Your Value.**

This September in Houston, SSOW Fall 2025 goes beyond the trends, equipping shared services leaders in universities and businesses to not just add value, but drive and prove it. As stakeholder experience takes center stage, attendees will leave with a clear roadmap to end-to-end excellence and institutional impact.

[View the Event Guide](#)

[Learn about Speaking](#)

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# WHAT IS SSON?

## And How Can We Help You?

SSON operates under four distinct brands – SSON Digital, SSON Research & Analytics, SSON Events and Global Business Services Training & Certification – all offering shared services professionals the information, tools and connections they need to do their jobs.

The **Shared Services & Outsourcing Network (SSON)** is the largest and most established community of shared services and outsourcing professionals in the world, with over 220,000 members.

Established in 1999, SSON recognized the revolution in business support services as it was happening and realized that a forum was needed through which practitioners could connect with each other on a regional and global basis.

### DIGITAL

SSON Digital is the leading global online news source, offering cutting-edge content and technology innovations through iconic reports, topical webinars and online events, columns, and much more. Supported by a Global Advisory Board of world-class practitioners, we deliver the information to help drive maturity across the business services industry.

### RESEARCH & ANALYTICS

SSON Research & Analytics is SSON's global data analytics centre, and your premier resource for all the metrics, benchmarks and insight that affect your Shared Services operations. The SSON Analytics platform provides data-driven intelligence via access to a library of research studies and four data tools: Metric Benchmarker, City Cube, Intelligent Automation Universe and the Shared Services Atlas.

### EVENTS

SSON Events offer access to unmatched networking opportunities, exclusive experiences, world-class speakers, cutting-edge content and the most innovative technology and services. SSON events are carefully constructed products ranging from large-scaled to process-intensive to exclusive senior-level gatherings across live and virtual event platforms.

### GBS TRAINING & CERTIFICATION

Global Business Services Certification provides the key strategies, proven approaches and standardized models that will take your work, your team and your organization to the next stage of maturity, and thus deliver greater efficiency, cost reduction, agility and innovation. With a P-GBS Certification, you have earned the credentials that distinguish yourself as an expert.