



## **Bernie Deem**

### **Principal of AlignHR, LLC**

Bernie Deem brings a new perspective to HR with her fresh insights and unique ideas for solving old problems. These abilities, combined with her extensive expertise and knowledge, have led Bernie to be twice honored by the Society of Human Resources Management (SHRM). She is one of only two individuals to have received the Charleston SHRM HR Award of Excellence and recently was named the HR Professional of the Year, an award bestowed by the WV State Council of SHRM.

Bernie is a frequently requested speaker and is best known for her engaging style and high energy. Some of her topics have been "The Seven Secret Reasons Employees Sue", "Personnel and Employees from Hell", "HR Secrets I Only Tell My Friends", and "Building High Impact Relationships". Her presentation on "We Don't Hate You, We Just Want You to Leave" is the result of research she has done on how to minimize the odds of a lawsuit based on using a technique she developed called The Graceful Exit. She is also a published author, having written articles on "Frequent Mistakes Made by Small Business Owners", "Five Simple Rules for Dealing With a Marginal Performer", and "Motivating Without Money".

Bernie also serves as an expert witness for both defendant and plaintiff cases, as well as a case evaluator. Her experience in investigations, analyzing data and depositions combined with her special ability to articulate her perspective have all lent to her expertise. She has used this experience to create a dynamic presentation on Unlawful Harassment, a training she has conducted over 50 times using her testimony to emphasize the havoc and expense that can come to a company as a result of improper policies and processes.

Also known for her collaborative work style, Bernie left the corporate world and founded DeemHR in 2000. She has specialized in building client relationships with retainer services that provided access to HR portals and customized HR processes as well as unlimited phone calls to DeemHR consultants.

In 2013 DeemHR, merged with WesmarHR (owned by Sharon Boyce Werdebaugh in Bridgeport) and Zach Abraham of Wheeling to create AlignHR, LLC, a new HR company that emphasizes high quality service with a personal touch.