



Small & Midsize Business

# SPEAKER BIOS



## **Sheri Snow, MEd, RD, CDE**

American Cast Iron Pipe Company

Sheri Snow, MEd, RD, CDE is the Director of Wellbeing and Employee Benefits for American Cast Iron Company, where she started her career In 1994. Sheri's key responsibilities center on the creative design, delivery, and evaluation of the health and wellness program and campaigns. These include health promotion, disease prevention, physical therapy and rehabilitation, injury prevention, and lifestyle management of chronic diseases - including a diabetes education program recognized by the American Diabetes Association. Sheri is a registered dietitian and certified diabetes educator. She was the 2017 "Heart of HERO" Award recipient. She completed her master's degree and dietetic internship at the University of Alabama at Birmingham and received her bachelor's degree in Nutrition from Auburn University.



## **Dena Pflieger, MS, MBA**

Hollingsworth, LLC

Dena is the Talent Manager for Hollingsworth, LLC a third-party logistics company based in Dearborn, MI. She is responsible for securing and growing talent to delight customers, inspire the workforce, and support company expansion. Dena spent most of her career at Dow, concluding her tenure as Corporate Strategy Leader – Employee Wellbeing and Global Engagement Leader – Sustainability. Dena also facilitated organizational design and service management for Dow's global Environment, Health & Safety function. She also served as their Global Operations Leader – Employee Health Services, ensuring effective delivery by 250 staff, at 100 facilities, across 200 countries. Dena has bachelor's and master's degrees in exercise physiology from Indiana University, and an MBA from Northwood University.



## **Laura Linnan, ScD**

University of North Carolina

Laura Linnan, ScD, is the Senior Associate Dean of Academic & Student Affairs at the UNC Gillings School of Global Public Health and is a Professor for the Department of Health Behavior. She is also the PI of the Carolina Center for Excellence in Total Worker Health and Well-Being. In her 23 years at Carolina, she served as the Founding Director of the Carolina Collaborative for Research on Work and Health, and PI of the Coordinating Center for the CDC-funded Workplace Health Research Network. Laura has been PI of more than 40 successful NIH-funded community-based intervention or evaluation trials with the majority focused on some aspect of workplace safety and health. Laura led a national team of experts to develop, administer and analyze/publish results of two CDC-funded national employer surveys (2008, 2016). She directs the 9-credit graduate certificate program in Total Worker Health offered at the UNC Gillings School of Global Public Health.



## **Sam Dolezal, EdD, MSE, MS, CSCS**

Union Bank & Trust

Sam Dolezal, CSCS, is the wellbeing officer at Union Bank & Trust. While her responsibility is ensuring a healthy workplace, she also is able to fulfill her passion of supporting others on their journey to a healthier tomorrow. As passionate about community as she is fitness, Sam is an active volunteer in multiple organizations and is a business member of the Tobacco-Free Lancaster County Task Force. With a doctoral degree in healthcare education and an extensive background in exercise science and community health, Sam draws on all her education and experience to help others live their very best lives.



## **Jessica Grossmeier, PhD**

Jessica Grossmeier Consulting

Jessica Grossmeier, PhD, MPH, works with employers and well-being service providers to identify evidence-based practices that promote a thriving workforce. This includes collaborative research, advising, writing, and speaking on topics related to workplace well-being best practices, measurement/evaluation, strategic planning, and value demonstration. Jessica has published more than 80 articles in professional journals and served as co-editor of The Art of Health Promotion section in the American Journal of Health Promotion. She is a frequent speaker at national conferences and serves on several advisory boards devoted to helping employers create a workplace culture that fosters employee well-being. Jessica is the 2022 recipient of the Mark Dundon Research Award.



## **Kristina Ewing**

Andersen Construction

Kristina Ewing brings a unique approach to the wellbeing space with background experience in retail management and the construction industry. After 12 years leading the Finance Department for Andersen Construction, Kristina proposed and led development of a new holistic design of what is now a robust Health & Wellbeing department. At the forefront of everything Andersen does is their vision statement, to be the “Builder of Choice”, which extends beyond clients to the families they employ. With that guiding each decision, Kristina continues to implement comprehensive award-winning programs that are health-focused, service-oriented, as well as fiscally responsible. Kristina currently serves on several industry-wide committees dedicated to prioritizing physical and mental wellbeing and breaking down the stigma around mental health.



## **Haley Potoczek, MBA**

Springbuk

Haley (Elmore) Potoczek is a strategic marketer, leading the Healthiest Employers Awards Program at Springbuk. She brings a diverse sales and marketing background, with expertise in customer service, data analysis, and clinical practices. Haley completed her undergraduate degree at Purdue University, specializing in Communication and Behavioral Disorders. She recently earned her Master of Business Administration with a concentration in Health Economics, Policy, and Administration from Ball State University.



## **Shonda M. Kines, MBA, SHRM-CP, PHR, CCP, CBP, FLMI**

Southern Farm Bureau Life Insurance Company

Shonda M. Kines is the Director of Human Resources for the Southern Farm Bureau Life Insurance Company, where she began her career in 1999. In her current role as Director, Human Resources, she is responsible for all areas of HR, including recruitment, benefits, payroll, compensation, corporate communications and engagement, training and development and HR technology. Shonda holds a Bachelor of Business Administration from Mississippi State University and a Master of Business Administration from Mississippi College. Her professional certifications include the SHRM-CP from the Society for Human Resource Management (SHRM), Professional in Human Resources (PHR) from Human Resource Certificate Institute (HRCI), the Certified Compensation Professional (CCP) and Certified Benefits Professional (CBP) from WorldatWork. She also has the Fellow Life Management Institute (FLMI) designation through the Life Office Management Association.