

Asheia Hines, MBA, CPM, CPP

Global Operations Leader

Data Management | Enterprise Technology Solutions | Process Improvements

Senior Payroll and Accounting Operations executive with a successful background crafting enterprise-wide technology solutions, process improvements, and data governance policy within global operations. Concept-to-implementation strategist with demonstrated success controlling multiple projects that elevate organizational efficiency while optimizing resources and increasing revenue. Data-focused and analytical with a track record of accomplishment in automating functions, standardizing data management protocol, and introducing new business intelligence tools. Thought leader working with key stakeholders focused on strategic planning, resource utilization, business development, and compliance.

AREAS OF EXPERTISE

Change Management ▪ Strategic Planning ▪ Process Improvements ▪ Standard Operating Procedures Global Compliance & ACH ▪ Root Cause Analysis & Key Performance Metrics ▪ Data Privacy & Regulatory Compliance Operational Efficiencies ▪ Business Technology ▪ Leadership ▪ International Operations Team Leader/Mentor/Trainer ▪ Customer Satisfaction/Retention ▪ Business Development

CLOUD COMPUTING: Salesforce, SharePoint, Smartsheet, Oracle, SAP, Peoplesoft, ADP, Kronos, G-suites, JIRA, Dayforce, Oracle Time and Labor MS Office 365 BUSINESS

INTELLIGENCE: Power BI, Tableau, VISO, Microsoft Office

PROFESSIONAL EXPERIENCE

The City of Atlanta Director of Payroll and Accounting Operations	03/2020 - present Atlanta, Georgia
---	---------------------------------------

Leading a cross-departmental Payroll and Accounting team of 2 managers 2 Supervisors and 20 supporting staff members, while executing internal controls and support to AP Travel, Accounts Payable Accounts Receivables, Payroll, internal/external stakeholders and auditors.

- Successfully manage year-end payroll operations, ensuring accurate calculation and reporting of all earnings, deductions, and adjustments for over 9k employees.
- Partner cross-functionally to formulate, prioritize and drive key strategies and initiatives
- Generate process improvement hypotheses & conduct in-depth studies for major projects which contributed a reduction in aging AP invoices by 62% and reduce the AP liabilities by \$1.4MM
- Establish comprehensive performance goals, KPI's & document process flows
- This scalable process improved SLAs by 25% and reduced OT by 10 hrs. per employee
- Spearheaded the successful implementation of Oracle Time and Labor within Oracle Financials, resulting in streamlined time tracking and improved accuracy in payroll processing.
- Manages AMX Corporate Credit Card and Wells Fargo Executive credit card program.
- Process end to end payroll for 9K employees – union dues, bargaining contracts, W2's, 1099's, single audits, tax filings, account reconciliations
- Benefit and vendor management of over 80k vendors including five pension plans
- Lead single audits, system implementations, conducted process improvements, and prepared and assisted with Financial Statements
- Generate month-end financial statements, including income statements and balance sheets, to provide insight into payroll expenses and overall financial health.
- Validate payroll journal entries for accuracy and compliance, ensuring they align with financial

- records
- Prepared and entered month end accruals

Namely, Inc
Sr. Manager, Payroll Operations and Client Services

04/2018 – 08/01/19
 Atlanta, Georgia

Directed a cross-functional client service team comprising 3 managers, 3 supervisors, and 30 client service specialists, delivering exceptional customer service to both existing clients and prospective customers

- Managed end-to-end payroll processes for a diverse client base, ensuring timely and accurate payroll delivery while complying with federal, state, and local regulations.
- Cultivated strong relationships with clients, serving as the primary point of contact for payroll inquiries and resolving issues promptly to enhance client satisfaction and retention.
- Led and mentored a team of payroll specialists, fostering a culture of excellence and accountability that resulted in improved team performance and service quality.
- Drove eNPS scores from 67% to 83% in less than a year. NPS scores from 11% to 13% and 17% of detractors to a passive status within three quarters of employment
- Developed a Quality Assurance process that ensured product and service excellence for Managed Service and SaaS accounts with a targeted quality score of > = 90%
- Processed and managed end to end multi-state payrolls for a 300+ client base
- Recruited and hired over 50 client/payroll service consultants including growth and replacements
- Worked closely with HR, finance, and technology teams to align payroll processes with organizational goals, ensuring seamless integration of payroll systems and data.
- Leveraged data analytics to identify trends and insights, proactively addressing client needs and recommending tailored solutions to optimize payroll and HR operations.
- Ensured adherence to payroll compliance regulations, conducting regular audits and training sessions to minimize risk and maintain high standards of accuracy.
- Championed the adoption of new payroll technologies and systems, leading training initiatives that empowered team members and clients to utilize tools effectively.

Ultimate Software
Sr. Payroll Operations Manager

01/2017 – 04/2018
 Alpharetta, Georgia

Directed and developed a team of 2 supervisors, 23 Garnishment Specialists, and 8 Payroll Specialists, fostering a culture of collaboration and accountability to enhance service delivery.

- Oversaw payroll operations for diverse clients across multiple countries and the United States, ensuring compliance with local and federal regulations while maintaining high accuracy and timeliness.
- Perform comprehensive reconciliations of payroll-related accounts, identifying discrepancies and implementing corrective actions to maintain financial integrity.
- Successfully manage year-end payroll operations, ensuring accurate calculation and reporting of all earnings, deductions, and adjustments for over 60k employees.
- Spearheaded the consolidation of two payroll centers, resulting in a 21% improvement in service levels through optimized workflows and enhanced communication.
- Implemented targeted strategies that increased Customer Satisfaction scores from 60% to 92% in under a year, demonstrating a commitment to client-focused service excellence.
- Partnered with cross-functional teams to conduct Quarterly Business Reviews, achieving a 10% increase in CSAT scores by aligning payroll services with client goals and expectations.
- Developed and executed strategies that led to a 27% reduction in default judgments, strengthening client relationships and minimizing legal exposure.
- Optimized Expense Management: Utilized Concur for efficient processing of travel and expenses,

- ensuring compliance and improving financial reporting accuracy.
- Championed initiatives to enhance payroll processes through technology and best practices, driving operational efficiency and accuracy for both US and international payroll operations.

Heartland Payment Systems
Sr. Payroll Operations Manager

10/2015 – 01/2017
 Atlanta, Georgia

Led 3 supervisors and 28 Payroll Specialist, 4 HRIS support specialist and 2 Implementation Specialist while delivering stellar customer service to a client base of 1600 customers

- Drove call abandonment rate from 14% to <5% daily with an SLA of 85% and ASA < 20sec
- Immediately turned around customer net promoter score, by restructuring work schedules and revising SOPs within first 90 days increasing NPS by 10% in 90 days
- Set and monitored individual and team performance goals, leading to a 30% improvement in productivity and a 15% increase in employee satisfaction scores.
- Handled all payroll calculations, ensuring accurate and timely wage disbursements for employees
- Filed payroll taxes and managed employer tax obligations, significantly reducing the risk of penalties for clients

Automatic Data Processing
Payroll Operations Manager

08/2013 – 10/2015
 Alpharetta, Georgia

Provided influential leadership, coaching, and mentorship to 1 Team Lead and 15 Payroll Specialists
 Facilitated training programs to maximize the potential skills of team members; foster a positive work environment, efficiencies and payroll accuracy

- Provided support to 3 Managed Service clients on the EV4 and EV5 ADP platforms generating
- Oversaw payroll processing for over 5k employees across multiple countries, ensuring compliance with local labor laws and tax regulations
- Developed and standardized international payroll policies and procedures, improving consistency and efficiency in payroll practices across multiple regions
- Ensured adherence to international payroll regulations, including tax treaties and social security agreements, minimizing risks and penalties for clients
- Prepared W2's, W2c's, configured and processed payroll calculations for enterprise accounts (5k -15k employees) while achieving compliance with multi-state regulations (US and Global Payroll)
- Reduced off-cycle/manual checks by 14% within 90 days
- Strategically led company acquisitions, consolidations and closures

New WinCup Holdings, Inc.
Payroll/ HRIS Manager

08/2008 – 01/2012
 Stone Mountain, Georgia

Led 1 Supervisor, 6 Payroll Specialist, 2 HRIS support specialist. Managed end to end payrolls for a total of 8K employees (executives, administration and manufacturing) on various pay frequencies in 6 states

- Reported and worked closely with the Director of Payroll Operations, Tax Services, Human Resources and IT
- Assisted with reducing month end, quarter end and year end cycle times by an average of 3days
- Created SOPs for a job function within payroll and HRIS support
- Project-managed the transition of 8k employees to new platforms and the merger of disparate systems from acquired client companies.
- Led the implementation of Ceridian payroll software across the organization, ensuring a seamless transition from legacy systems while maintaining operational continuity.

Identified, diagnosed, troubleshooted, and effectively resolved complex database errors and served as a subject matter expert on special technical projects involving payroll and various HRIS systems.

- Managed multiple projects through all phases of the life cycle, including project initiation, requirements, design, development, testing, implementation and post implementation review.
- Supported clients in vendor management and third-party delivery dependencies, as well leading client task for integration, data conversion, UAT testing and end user training.
- Provided input for designing and maintaining system configuration, specifications and works with the HR Team to develop and deploy system modifications.
- Supported benefits plan setups, vendor setups, payroll processing and tax reconciliations
- Collaborated with IT to implement data security measures, enhancing the protection of sensitive payroll information and improving compliance and other regulations.
- Monitored payroll metrics and KPIs, providing actionable insights that informed strategic decisions and led to a 15% cost savings in payroll operations.
- Facilitated stakeholder meetings to communicate project progress, gather feedback, and align on payroll objectives, resulting in improved stakeholder satisfaction rates.

EDUCATION & CERTIFICATIONS

Bachelor of Science, concentration of Finance

University of Phoenix - Phoenix, Arizona

Master of Business of Administration

University of Phoenix - Phoenix, Arizona

Six Sigma White Belt Certification | American Payroll Association

| Certified Payroll Professional