

Bio and Headshot



Jeri Dembrak, HCS, SHRM-SCP, SPHR, CEBS, M.Ed.

Cultural Synthesizer & Futuristic People Geek - Servant-Based Human Capital Strategist & Executive Business Partner

Jeri is a certified global business strategist & partner who understands the ROI of creating a healthy, engaged culture by embracing, engaging & empowering talent with the tools & resources to continually improve their personal & professional competencies. This leads to organizational effectiveness & productivity while constantly improving the employment & customer experiences. Crediting her experience at Sedgwick in B2B consulting, she founded her business, The Benefits Translators, Inc., originally a translation company specializing in employee benefits & open enrollment meetings. It grew into an HR portfolio consulting business that conducts projects to analyze an organization from the guest or customer, vendor & employee perspectives to create a 360 of the organization – the good, the bad and the ugly and how you move the needle. She was hired at Accor Hotels during both cultural & digital transformations & a merger & acquisition to support North & Central America & the Caribbean because of her experience as a consultant in the hotel industry but also as a customer who had organized large-scale events for the Latin Music community, group travel, corporate & community events. Before moving to South Florida, Jeri spent sixteen years in Washington, DC creating concerts & events; building a community center to provide life-skills & career services for immigrant parents & students and founded The SalsaNews securing top SEO ratings for 10 years. She is a servant-based leader that can fully align both employment & customer/guest experiences gathering data to assess, develop & deploy the organizational development plan to position for growth & sustainability.