

BIOGRAPHY

Chad Sorenson is the President of Adaptive HR Solutions and has over 25 years of diverse business, communications and human resource experience.

He works with companies throughout the Southeast U.S. that range from 5 to 1,200 employees and focuses on leadership development, manager training, employee performance management and employer compliance in industries such as healthcare, manufacturing, construction trades, and professional services organizations. Chad also works with trade associations providing HR support to member companies. Prior to founding Adaptive HR Solutions in 2008, Chad was Vice President, Director and Manager of Human Resources for several companies in the Jacksonville area.

Chad serves as the Immediate Past President of the HR Florida State Council which represents over 16,000 HR professional across Florida as the state affiliate of the Society for Human Resource Management. He served as President of HR Florida in 2021 and 2022 . He was also the President of SHRM Jacksonville in 2015 and 2016. He is certified as a SHRM-Senior Certified Professional (SHRM-SCP) and a Senior Professional in Human Resources (SPHR). Chad regularly speaks to other SHRM Chapters, business associations, and companies across the region on topics such as leadership development and employee engagement.

In addition to giving back to the HR field, Chad has been actively involved in his church and was a volunteer leader with Boy Scouts for over 12 years. He is an Eagle Scout and a graduate of Morningside University in Sioux City, Iowa. The keys to his success are Devotion to God, Dedication to Family, Continuous Service, Lifetime Learning, and Always Remembering to Laugh.