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Dr. Herleman is IBM's Smarter Workforce Executive for the Great Lakes and South Region. The Smarter Workforce business includes IBM's Talent Management software, behavioral sciences, workforce consulting and analytics solutions that improve HCM effectiveness and drive business performance. Hailey is responsible for advising CHROs and delivering Smarter Workforce Workshops as well as supporting our clients delivering improved business outcomes across the broader Smarter Workforce solutions portfolio. Hailey also serves as an executive sponsor to certain strategic partnerships.

Prior to this role, Hailey served as an Executive Consultant in Kenexa's Talent Acquisition Consulting Group. She specialized in designing selection processes, identifying critical competencies, designing selection instruments such as assessments and interviews, and linking talent acquisition strategy to the rest of the HR organization to maximize success. In addition, Hailey is a nationally recognized thought leader in the field with multiple peer reviewed research publications and regular presentations at international HR conferences. Hailey was honored with Kenexa's Extreme Service Award for Consulting in 2011.

Hailey also has held positions at the American Institutes for Research, Deloitte, and Clemson University. She holds a Ph.D. in Industrial and Organizational Psychology, a M.S. in Applied Psychology, and a B.A. in Psychology from Clemson University in Clemson, SC.