



**David Swanson,
SHRM-SCP
State Director Elect**

Term Jan. 2020 – Dec. 2021

Employer: David Swanson HR
Employment Title: Owner

David Swanson has more than thirty years of human resource management experience. He was most recently Executive Vice President of Human Resources for SAP SuccessFactors, partnering with the company's sales organization to showcase how SAP is using SAP HR. Prior to that, he served as Chief Human Resources Officer for SAP North America and Global Head of HR for SAP's products and innovation organization, where he delivered the People Strategy to drive business performance.

Swanson recently published *The Data Driven Leader*, a book that presents a powerful approach to delivering measurable business impact through people analytics through Wiley and Sons.

In addition, he has held executive human resources positions at a number of technology companies, supporting global development, marketing, sales and service organizations. Swanson is a keynote speaker and panelist on the future of HR, focusing on how HR can impact business through analytics and big data.

He actively supports the human resources community as the current President and Board Member of the Bay Area Human Resources Executive Council (BAHREC) a SHRM Affiliate Chapter, the State Director Elect for CalSHRM, and a regular presenter and facilitator with the Society for Human Resource Management (SHRM).

Swanson is currently the Program Chair and instructor for the University of California, Santa Cruz Extension Human Resources Program.