

# PEOPLE ON THE MOVE

HIRINGS, PROMOTIONS, BOARD MEMBERS AND  
SPECIAL ANNOUNCEMENTS IN SAN DIEGO

## HUMAN RESOURCES

Promotion



**Hertzog**

**Innovative Employee Solutions**, a nationwide provider of contingent workforce solutions that specializes in Payrolling and Independent Contractor Compliance services, is pleased to announce the promotion of **Kara Hertzog, M.Ed.** As President, Hertzog will set and implement the day-to-day and long-term business strategies in addition to driving profitable revenue growth through alternate sales channels and building strategic partnerships that enhance the position of the company as an industry leader. She also has oversight of IES's sales and marketing departments.

Hertzog is a third-generation member of IES, a women-owned business certified by the WBENC, officially joining the family business in 2006. Most recently, Hertzog served as COO overseeing and spearheading major strategic shifts for transforming IES from a functional focus to an enabler of innovation for the business so that it supports the company globally. Hertzog was also instrumental in implementing new technology which resulted in a 361% increase in lead generation.

"Kara takes a vision and makes it reality through sound strategy development. She intuitively sees the threads of opportunity that wind through an organization and brings them together into a coherent whole," said Peter Limone, IES's past President.

Hertzog holds a bachelor's degree in Business Administration Management from Villanova University in Pennsylvania and a Master's in Education from Chestnut Hill College. A San Diego native, she has also played an active role in numerous local nonprofits and community leadership programs, including LEAD San Diego, and board membership for the YMCA's Youth and Family Services division.

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