

## HR Executive Profile



**Bob Collins,**  
former Corporate VP & Chief HR Officer  
Serologicals Corporation - Atlanta, GA

### **Professional Background:**

Partner, Ray & Berndtson - Atlanta, GA  
President & CEO, Vision Twenty-One, Inc. – Largo, FL  
President, Beacon Behavioral Health Group, Magellan Health Services, Inc.  
SVP, Strategic Initiatives – Charter Behavioral, Magellan Health Services, Inc.  
President, Group Practice Affiliates, Magellan Health Services, Inc.

### **Education:**

Bachelor of Science, Business Administration and Economics  
Rollins College, Winter Park, FL

### **Personal Background:**

Born in Indiana; three brothers; grew up in Orlando, Fla. On opening crew at Disney World and met his wife Jan there. Three children - Rob, Mandy and Greg.

### **Hobbies and Interests:**

Family and faith first; then horses (daughter is an equestrian). Also likes to fish, read, develop people and exercise (running).

### **Human Capital Vision:**

“Human capital continues to become a definable competitive advantage for many organizations. Companies are building their competitive advantage in meaningful and measurable ways by investing in their human assets. HR executives must be key business partners and as such, must be very strategic. “Marshall Goldsmith says that the HR executive is like a CFO – there’s the transactional side (compensation, benefits, etc.) and the business side (strategic alignment and talent management.) You must be able to quantify your results and impact, just like the CFO.” Charlie Tharpe of the National Academy of Human Resources envisions a “Chief Investment Officer in Talent Management as the future title of a strategic Chief HR officer.”

### **“Aha” Experience:**

Went into HR right out of college but then was given the opportunity to run two companies in the medical services and healthcare field. Key learning: “how people matter” and the relationship of human capital to executing the business strategy on the bottom line.

### **Self-Description:**

“A utility player in business and a person who can be trusted to share knowledge and advice with uniqueness and compassion.”

**Leadership Role Model:**

Not just one CEO. People I worked with who were colleagues, collaborators, and friends. “Someone took a risk with me. Visionary CEOs see people’s potential and don’t stereotype them into one role. They learn how to play to the individual’s strengths.”

**Community and Professional Involvement:**

Church; helped start counseling center. Current member, Advisory Board - SHRM, Atlanta Chapter. Past Chairman, SHRM Bd. of Directors. Past member, GSU HR Roundtable; Biotechnology Industry Organization; National Association of Corporation Directors; HR Leadership Forum.