
BRIAN D. TESTA

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SUMMARY

Highly accomplished global culture first leader who believes in a data driven approach to people operations with quantifiable success partnering with C-level executives and boards to translate business vision into results in extremely competitive verticals. Expertise in leading scale, change, employee/HCM transformation and infrastructure to support growth through the employee experience (EX), technology and data.

People Operations Executive | Strategic HR Leader | Culture & Transformation Architect

- Accomplished, data-driven People Operations executive with a proven track record of building scalable, matrixed, and agile organizations. Known for fostering inclusive, high-performing cultures and aligning talent and infrastructure with business growth.
- Superbly organized and collaborative, with a sharp focus on building trusted partnerships and consistently delivering strategic and operational results that exceed expectations.
- A progressive, innovative leader who translates business strategy into impactful HR solutions that drive organizational value and enable transformational change.
- Highly skilled in designing and rebuilding HR infrastructures, with a particular strength in developing programs that enhance employee engagement, elevate performance, improve client satisfaction, and reduce operational costs.

PROFESSIONAL EXPERIENCE

iCAD

2020-2025

iCAD, Inc. (NASDAQ: ICAD) was a remote-first, global life sciences and AI leader delivering medical device solutions through a SaaS model across the oncology and risk detection verticals. The company's mission was to create a world where cancer can't hide, leveraging deep learning and advanced artificial intelligence (AI) to empower healthcare providers to detect cancer earlier, improve patient outcomes, and optimize every individual's opportunity to live better, longer lives.

In July 2025, iCAD was acquired by RadNet, a \$3B public healthcare company, marking the successful culmination of a multi-year digital, strategic, and cultural transformation.

Chief People Officer: Board of Directors Committee Member: Compensation Committee & Nom & Gov

Reporting to the CEO and Board Chair, my role is to establish infrastructure to support the next level of growth as iCAD navigates a transformation in its business, culture and whitespace. iCAD was voted a multiple top employer and best place to work in Boston.

- Culture & Workforce Strategy: Spearheaded the development of a distributed, culture-first organization rooted in freedom and responsibility. Presented a comprehensive People Operations roadmap to the Board, aligning workforce strategy with corporate OKRs to drive organizational effectiveness.
- OKR Implementation: Led company-wide adoption of OKRs (via Blue Box), collaborating with the Board to identify five key growth areas for whitespace and how to drive the transformation for success. This initiative is now embedded into the culture, enhancing alignment, transparency, and accountability across all levels.
- M&A Leadership: Played an instrumental role in the successful divestiture of two business units — Xoft and iCAD — contributing to the strategic realignment and focus of the company.
- Executive Compensation & Governance: Active member of the Compensation Committee, jointly responsible for the design and governance of equity programs (ESPP, RSUs, grants, ISS compliance), in partnership with Pearl Meyer. Led the implementation of global compensation programs ensuring equity, compliance, and competitiveness.
- Diversity, Inclusion & Employee Experience (EX): Championed a culture where diversity is intentional and inclusion is actionable and rewarded. Leveraged employee voice through data-driven the eNPS, Listen, Analyze and Act, as part of the EX initiatives to inform meaningful change.
- Digital Transformation & Analytics: Integrated digital tools (HCM systems) to adopt a strategic, data-driven approach to organizational trends. Enabled real-time insights through reporting (eNPS), analytics (OKRs), and EX metrics.
- Talent & Organizational Growth: Scaled the organization organically, globally while maintaining a cost-per-hire (CPH) of ~\$700.
- Total Rewards & Cost Efficiency: Redesigned total rewards strategy encompassing health, welfare, and compensation. Achieved \$377K in annual savings in benefits redesign spend while also implementing infrastructure for compensation programs including compa-ratios, career ladders, variable pay, variable/commercial, career pathing and benchmarking.

ETQ

2018 – 2020

ETQ was a PE owned, private organization that develops environmental health, safety and ISO compliance management SaaS software, ETQ On-Demand. ETQ is headquartered in Boston, MA with distributed global employees in the US, Europe, Asia, Middle East and Canada. ETQ was acquired by TCV and then Hexagon.

Vice President, People Operations – Head of People

As the organization's first HR executive, I was hired to create infrastructure, repeatable process, workflows with the integration of enterprise HCM software to support scale. As a member of the senior management team, I reported to the CEO with full participation at BOD meetings. ETQ was voted a two-time best place to work for BuiltIN, and the Boston Globe

- **Strategic Workforce Planning:** Developed and presented the annual People Operations roadmap to the Board, aligning talent strategy with company OKRs and business priorities.
- **Talent & Employer Branding:** Launched integrated talent and branding programs focused on strategic hiring, KPI alignment, and board-level reporting. Developed metrics and board packets to support scalable organizational growth.
- **Culture Development:** Defined the company's vision, values, and goals, capturing core operating principles. Introduced "Freedom and Responsibility" as the cultural foundation, establishing a clear and authentic organizational identity.
- **Total Rewards Redesign:** Overhauled the total rewards strategy—including health, welfare, compensation, and recognition programs—using data and benchmarking to ensure market competitiveness and support talent attraction, retention, and motivation.
- **Executive Compensation Oversight:** Created the Compensation Committee in partnership with ETQ's Chairman (acting as Chair), laying the groundwork for formalized executive compensation governance and equity strategies.
- **Global Mobility & Immigration:** Managed end-to-end immigration, supporting a workforce with significant global mobility needs.
- **Digital HR Transformation:** Successfully implemented the full UltiPro (UKG) suite on time and under budget. Designed transformation strategies focused on internal controls and user adoption.
- **HR Analytics & Reporting:** Built and integrated business intelligence (BI) tools to support a comprehensive HR dashboard, enhancing visibility into open enrollment, payroll, headcount, engagement, and compensation strategies.

KBACE TECHNOLOGIES

2006 - 2017

KBACE Technologies, Inc. was a leading SaaS technology and services firm focused on cloud strategy, business intelligence, and enterprise application solutions across Oracle, Workday, SAP, and NetSuite platforms. The company specialized in implementation, customization, and ongoing managed services for large enterprise clients. KBACE was acquired by Cognizant in 2016.

Senior Vice President, Global People Operations & Talent Management (CHRO)

Reporting to CEO/CTO and Founder while facilitating global scale from 50 to 700+ employees worldwide with headquarters in the US, and APAC headquarters in India. KBACE employed staff in 5 countries, and ~40 states domestically, with 90% distributed workforce. KBACE was voted a winner of multiple Best Places to Work, Best Oracle Partner, Rising Tech Stars and entrepreneurial awards.

- **Global Workforce Scale & Culture:** Hired as employee #37 and helped scale the company from 50 to 600+ employees globally. Built a distributed workforce anchored by a strong Culture Code that served as a North Star for vision, values, goals, and behaviors.
- **Strategic Roadmap & Infrastructure:** Partnered with the executive team to design and execute a scalable HR roadmap, implementing Oracle HCM as the central platform to drive operational efficiency and a high-impact Employee Experience (EX).
- **Total Rewards Strategy:** Designed and implemented a market-aligned total rewards program focused on attracting, developing, and retaining top talent—delivering impact across compensation, benefits, and recognition.
- **HCM Implementation & Optimization:** Led the purchase, implementation, and ongoing oversight of Oracle HCM. Accountable for end-to-end success (input-throughput-output), enabled by a strong and agile HR team.
- **HR Transformation & Org Design:** Modernized HR processes and organizational design to better align with business needs. Leveraged enabling technologies, advanced workforce planning, succession frameworks, and analytics to drive data-informed decision-making.
- **Learning & Development:** Created and launched a learning & development strategy emphasizing cloud certification and soft skills training. As a result, NPS scores on project scorecards increased ~11% YoY.
- **Talent Acquisition & Internal Agency Model:** Built a high-performing in-house staffing model that adopted an "internal agency" approach. Successfully recruited global talent through passive sourcing, behavioral interviewing, Predictive Index (PI), and strategic presentation delivery—keeping global CPH under \$3,000.
- **Health & Welfare Leadership:** As a licensed Health & Welfare Insurance professional, led brokerage partnerships and directed the design, selection, and implementation of benefits—including wellness and ancillary plans—through Oracle OAB. Achieved over \$250K in annual cost savings.
- **Immigration & Global Mobility:** Designed and managed processes for 50+ active immigration cases (B, H, L-Blanket, GC). Established a comprehensive global mobility program including tax equalization, relocation, and expat benefits—reducing global mobility processing time by 25%+ YoY and expanding international operations.
- **Corporate Development & M&A:** Served as a core member of the corporate development team, evaluating acquisition proposals for KBACE. Led the HR and risk functions through due diligence, transition planning, and post-acquisition integration.

EDUCATION

Nichols College

Bachelor of Arts & Science: Industrial Psychology (Human Resources Management)
NCAA Hockey & Rugby