



**Barbara Koehrer, M.B.A., CEBS**

**Total Rewards Communication Manager**

**H-E-B**

**San Antonio, Texas**

Originally from the Chicagoland area, Barbara attended the University of Wisconsin–Whitewater for both her B.A. and M.B.A. degrees, predominantly focused on communications and marketing. Barbara began her career in total rewards nearly 13 years ago while completing her M.B.A. degree. She began working in total rewards as a benefits specialist at a local municipality. Barbara worked in various public sector roles over the first six years of her career. While administering various Total Rewards programs, she pursued and completed her Certified Employee Benefits Specialist (CEBS) designation in August 2015. Her desire to work for an employee-first organization led Barbara first to Southwest Airlines, and more recently to H-E-B. In Barbara's current role as total rewards communication manager, she focuses on improving the employee experience through developing communications and technology strategies related to H-E-B's health, welfare, compensation, retirement, and talent development programs.