

Joe Rosenbaum Fractional HR Executive for Private Equity Growth

Let's Talk

I've spent 25+ years helping high-growth companies and investors turn human potential into enterprise value. If you're serious about accelerating returns and de-risking your investment, let's connect.

joe@potentialistadvisors.com + potentialistadvisors.com + 973.954.3393. + LinkedIn

People Due Diligence

Uncover leadership, talent, and culture risks before you sign.

Most failed deals share one thing: poor people intel. I assess leadership bench strength, team capabilities, cultural fit, and retention threats—so you avoid surprises and align talent with your investment thesis.

60% of failed deals are traced to poor due diligence—often around people.

Replacing a single leader post-close can cost 2× salary and delay ROI.

100-Day Integration & Transformation Planning

Create a clear people roadmap to execute your growth plan.

The first 100 days set the tone. I co-design org structures, talent priorities, performance systems, and cultural integration plans—so your company hits the ground running.

Deals with structured integration planning are $6\times$ more likely to meet or exceed financial goals.

Clients report 40% faster time-to-productivity post-close.

Key Talent Retention & Engagement

Keep the people who drive enterprise value.

Top contributors are often the first to leave after an acquisition. I design retention strategies—from stay bonuses to career pathing—to keep essential talent focused, aligned, and engaged.

Acquired companies lose up to 47% of employees in the first year.

Strategic retention reduces risk and protects IP, customers, and continuity.

Performance & Operating Model Alignment

Hardwire accountability to the value-creation plan.

I implement performance frameworks (OKRs, KPIs, incentive alignment) that tie every role to the deal's financial targets—creating clarity, urgency, and results.

Companies with clear KPIs and accountability structures scale faster and hit growth targets more consistently. PE investors stay informed and in control with performance visibility from day one.

Leadership Development & Culture Transformation

Strengthen your leadership bench and scale a high-performance culture.

I coach key leaders to operate in high-growth, high-stakes environments and build cultures that drive retention, innovation, and execution.

Leadership coaching and onboarding improve new leader ramp-up by 40-50%.

Aligned cultures retain talent and drive engagement across the org.

Succession Planning & Exit-Readiness

Position the company to command a premium at exit.

I help build succession pipelines and craft the human capital story that future acquirers or public investors want to see—leadership continuity, scalable teams, and culture as an asset.

Companies with visible leadership pipelines are valued higher and de-risked at exit.

Drive faster value creation and reduce human capital risk—starting Day 1.

Private equity deals live or die by leadership performance, talent retention, and operational execution. I partner with investors and portfolio executives to identify hidden HR risks during diligence, stabilize teams post-close, and build people strategies that accelerate returns.