

Julius Soriano

Bio

Julius Soriano has over 20 years of HR and Finance experience in multi-unit organizations. He was recently VP of HR at 24 Hour Fitness, where he managed HRIS, Compensation and Benefits, HR Support, Learning and Development and Compliance. In this role, he led the implementation of an HCM system for all modules from recruiting to payroll for which 24 Hour Fitness received an Innovation Award from ADP for the project. During his time in HR, the company went through a cultural transformation initiative, which included shifts in compensation plans, changes in training and development philosophy, and expansion of the corporate group sales channel.

After Julius left 24 Hour Fitness, he took on consulting, co-founding Sirius HCMx, a company that guides organizations through the sales process of selecting an HCM vendor. He also founded Apto Connection, where he brings a unique blend of providing HR and Finance consulting support, having both a CPA and SHRM-SCP certification. Prior to 24 Hour Fitness, Julius worked in the audit practice of Deloitte, leading engagements for companies primarily in the retail and consumer industry. Some of his clients included Safeway, Williams-Sonoma, Peet's Coffee, and C&H Sugar.

Outside of work, you can find Julius immersed in youth sports whether it is coaching his kids' basketball, flag football, and baseball teams or as part of the advisory board of the local competitive soccer club where he handles club communication and currently part of a culture transformation project in the organization.