

APRIL SIMPKINS PHR, SHRM-CP, CDP® - April is a multi-certified HR Professional with 30 years of executive-level Human Resources experience. She is the Chief Human Resources Officer for Questco, a human resources services firm focused on supporting the HR needs of small- to mid-sized businesses. Prior to holding this role, April was a senior level HR consultant. In this role she helped over 1000 business owners shape and develop their human capital.

April's experience and expertise, coupled with her continued study of Human Resources trends, have made her a trusted advisor for many in the business community. It also led to an invitation to The Business Journal Leadership Trust, allowing April to share her expertise with leaders nationwide. She has been a requested presenter and guest speaker for organizations that include Harvard University Extension School, Big Brothers Big Sisters of America, The Citadel, EEOC, and The National Urban League, to name a few.

April is a board member of the York County Regional Chamber and the SC Small Business Development Centers (SBDC). She also sits on the Duke Energy Advisory Board in the Upstate of South Carolina.

April chaired the Diversity, Equity & Inclusion Committee for Greenville SHRM. In 2020 April received Greenville SHRM's Unsung Hero Award for her exemplary leadership in Diversity, Equity, and Inclusion. Her service and commitment to the HR community and the profession's advancement led to her selection as a member of the HR Advisory Board for Winthrop University in Rock Hill, SC. There, she works with a team of HR thought leaders charged with designing the human resources undergraduate and postgraduate degree curriculum and programs.

April has received many awards and honors for her business acumen. Her awards include The 2020 Women In Business Achievement Award from the Charlotte Business Journal, the 2018 Fort Mill/ Tega Cay Business Person of The Year Award from the York County Regional Chamber, and the Movers & Shaker Award given by Business Leader Magazine. In 2016, April was named one of Charlotte's 50 Most Influential Women by Mecklenburg Times. In 2021 April received the prestigious WPO Presidents Award. And in 2022 April was named to the impressive list of 100 Women to KNOW In America.

April is an advocate for mental health. She became a more visible advocate following the passing of her beloved daughter, Miss USA 2019, Cheslie Kryst who battled depression for many years. April, an ambassador for the National Alliance on Mental Illness (NAMI) and board member for NAMI Piedmont Tri-County, is committed to breaking the stigma of mental illness and promoting mental wellness in the workplace. April is certified in both Mental Health First Aid and Emotional CPR (eCPR). She has shared Cheslie's story emphasizing the importance of mental health with audiences nationwide and on national programs including Red Table Talk, CBS Mornings, and ExtraTV. She has also contributed to print media, including the New York Times.

April is a classically trained pianist, an avid runner, athlete, mother, wife, and entrepreneur.
