



Barbara Koehrer, CEBS

Total Rewards Communication Manager

H-E-B

San Antonio, Texas

Barbara Koehrer is the total rewards communication manager for H-E-B, a privately owned grocer and retailer serving communities across Texas and Mexico. She has worked in HR benefits and total rewards since September 2009 in various organizations, including local governments, and at Southwest Airlines before working for H-E-B. She completed the Certified Employee Benefit Specialist® (CEBS®) program in April 2015. Barbara has been involved in her local ISCEBS chapter since 2018 and is currently serving as President of her chapter. She is passionate about the employee experience and curious about human behavior—specifically how it influences employee’s perceptions and use of their total rewards.