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CORE Appoints Matt Umholtz to Board of Directors

Brentwood, TN — July 30, 2025 — CORE, a national non-profit organization dedicated to supporting the families of food and beverage employees during times of crisis, proudly announces the appointment of Matt Umholtz to its Board of Directors.

Matt Umholtz is a seasoned entrepreneur, sales leader, and growth strategist with a proven track record of scaling high-growth companies and delivering exceptional results. As President and Chief Revenue Officer of AllianceHCM—one of the nation's fastest-growing human capital management providers—Matt partners with many of America's leading restaurant brands to drive performance and operational excellence.

Prior to joining AllianceHCM, Matt founded and successfully exited his own payroll and HR technology firm, earning recognition for his bold leadership, customer-centric strategies, and deep operational expertise. Throughout his career, Matt has built high-performing teams and lasting partnerships that make a measurable impact.

"I've spent my career serving the restaurant industry and have seen firsthand how the lives of restaurant employees, and their families, can change in an instant," said Umholtz. "As a business leader, I have a unique opportunity to connect CORE's mission with the restaurant community I work alongside every day. And as a father of three, I'm especially passionate about supporting children and families in times of need."

CORE Board Chairperson Colleen Brennan shared:

"Every great mission is carried forward by great people, and this has been the hallmark of CORE since its inception. We're proud to welcome Matt Umholtz to our Board of Directors. Matt's passion, expertise, and commitment to our purpose will be such an asset as we continue to grow our mission and impact in the hospitality community."

To learn more about CORE and its mission to serve the families of food and beverage employees in crisis, visit www.coregives.org.

About CORE

CORE is a national nonprofit organization that provides financial relief to the families of food and beverage employees when they face a qualifying crisis, such as a health emergency, natural disaster, injury, or death. Since its founding, CORE has helped thousands of restaurant families across the country.

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