

CRITERION HCM CREATES AN OASIS AT SHRM 2025: A PLACE TO RECHARGE, RECONNECT, AND RETHINK HR

HR Leaders Invited to Recharge Their Feet, Devices, and HR Platforms at Booth #2139

NORWALK, CT, UNITED STATES, June 18, 2025 /EINPresswire.com/ -- Criterion, the [human capital management](#) platform that HR professionals actually love, is redefining the expo experience at this year's SHRM Annual Conference & Expo ([SHRM25](#)). From June 29 to July 2 in San Diego, Criterion invites HR leaders to discover a refreshing retreat in the heart of the show floor—a Hawaiian-themed HR Oasis at Booth #2139.

Designed with the needs of today's overworked HR professionals in mind, the Criterion HR Oasis is a space to recharge your batteries, rest your feet, and rethink your [HR platform](#).

"We know SHRM is a hub of ideas, energy, and non-stop movement—but it's also a marathon for HR leaders," said Sunil Reddy, CEO of Criterion HCM. "We wanted to create something different: a place where HR leaders can catch their breath, recharge, and explore how modern HR tech can make their lives easier."

A Multi-Sensory Experience for Modern HR Leaders

At the Criterion booth, SHRM attendees will experience:

- An HR Oasis Lounge – Comfortable seating, device charging stations, and Hawaiian leis to take the relaxation vibe with you

A promotional graphic for the Criterion HCM booth at SHRM 2025. The background is a dark, scenic view of a coastline with palm trees and a body of water. The text is overlaid in white and orange. At the top left is the Criterion logo (an orange icon of four dots in a square) followed by the word "Criterion" in orange. Below that, in white, is "Join Criterion HCM at SHRM 2025". Further down, in white, is "June 29 – July 2, 2025 | San Diego". Below that, in white, is "Learn why you should stop by the Criterion booth #2139". At the bottom left, in white, is "SHRM25". At the bottom center, in white, is "Criterion HCM at SHRM 25".

Criterion

Join
**Criterion HCM at SHRM
2025**

June 29 – July 2, 2025 | San Diego

Learn why you should stop
by the Criterion booth #2139

SHRM25

Criterion HCM at SHRM 25

- Live Demos – See how Criterion’s unified platform (HR, payroll, and talent engagement) simplifies the complex
- Daily Giveaways – Enter to win premium noise-canceling headphones (AirPods Max or Bose noise canceling headphones—your choice)
- AI in Action – Discover ch.ai, Criterion’s intelligent assistant, powering predictive insights, workflow automation, and compliance alerts

Designed for the SHRM25 Audience

With SHRM’s 25,000+ attendees focused on AI in HR, compliance readiness, employee engagement, and inclusive leadership, Criterion is aligning every touchpoint to their priorities:

- AI & Tech Leaders: See how ch.ai delivers ROI with real-time, actionable insights
- Compliance-Focused Pros: Explore multi-state, union, and public-sector solutions built to scale

“

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Sunil Reddy, Criterion CEO

- Culture Builders: Learn how Criterion enhances onboarding, L&D, and DEIB from day one
- C-Suite Executives: Discover what 95% satisfaction and 100% uptime feels like in an HR platform

“Whether you’re looking for better retention, regulatory resilience, or a system your team will actually love to use—we built Criterion for you,” Reddy added.

Criterion HCM will be live at Booth #2139 throughout SHRM25. Attendees are encouraged to stop by for demos,

conversation, and a few well-earned minutes of tranquility amid the expo bustle.

About Criterion

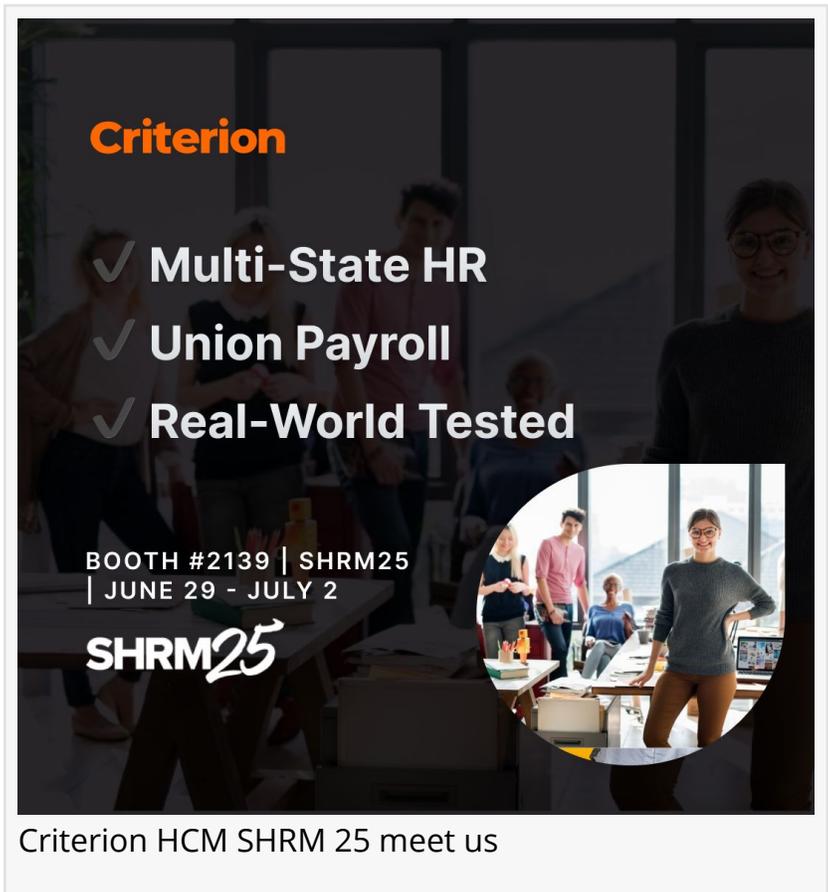
Criterion HCM offers an HR platform people actually love, combining built-in flexibility with a commitment to your unique needs.

Our purpose-built platform enhanced by ch.ai - our unique AI capability - seamlessly adapts to

your organization's specific challenges, delivering a unified, intuitive, and powerful user experience. With a focus on realized ROI, Criterion HCM simplifies complex HR tasks, boosts efficiency, and ensures customer satisfaction. We proudly serve over 500 enterprise customers across 10+ countries, achieving a 95% satisfaction rate and 100% uptime. Discover the Criterion HCM difference and transform your HR processes today. Visit us at: www.criterionhcm.com

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A promotional graphic for Criterion HCM at the SHRM 25 conference. The background is a dark, blurred image of a busy office with people. In the top left, the word "Criterion" is written in orange. Below it, three white checkmarks are followed by the text "Multi-State HR", "Union Payroll", and "Real-World Tested". In the center, the text "BOOTH #2139 | SHRM25" and "JUNE 29 - JULY 2" is displayed. Below that is the "SHRM25" logo. On the right side, there is a circular inset image showing a woman in a grey sweater and glasses standing at a booth, with other people in the background. At the bottom of the graphic, the text "Criterion HCM SHRM 25 meet us" is written in white.

Criterion

✓ **Multi-State HR**
✓ **Union Payroll**
✓ **Real-World Tested**

BOOTH #2139 | SHRM25
| JUNE 29 - JULY 2

SHRM25

Criterion HCM SHRM 25 meet us

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