

Recruiting Advisors



**Recruiting
Advisors**

Jim Schnyder



Recruiting
Advisors



✓ Consultant

Recruiting and CRM best practices. Specialty in Avature. Customers like Ernst and Young, Booz Allen, Provident Health (PS&D), Abbvie, IPG Mediabrands and Lockheed Martin.

✓ Agency Recruiter

25+ total years in recruiting. Started as 100% commission full-life cycle healthcare recruiter with Management Recruiters in Mill Valley, CA.

✓ Corporate - PepsiCo – 17 years

Sourcing Leader and Global Process and Tools Lead. Architect and project leader for Internal Transfer System, Employee Referral Program and Avature CRM. Also SME for two different global ATS implementations.

✓ SourceCon Grandmaster 11 & 14

Two-time global sourcing challenge champion. 200 start, narrows to less than 10 finalists. One Grandmaster champion.

Information / Offerings

- *Project based consulting (time and materials)*
- *Advisory work*
- *Retained Bank of hours for advisement or projects*
- *Custom Training*
 - *Processes / Best practices / Technology tips / tricks*
 - *Recruiting / Sourcing Innovation*
 - *Diversity Recruiting*

Offering next level advisement in the following areas:

<u>Lead Gen & Engagement</u>	<u>Technology</u>	<u>Strategy</u>	<u>Projects</u>
<ul style="list-style-type: none">• Prospecting• Personalization• Cutting edge engagement• Recruitment Marketing• Drip Campaigns• LinkedIn Recruiter<ul style="list-style-type: none">• Optimization Techniques• Talent Profiles / Personas• Talent Pipelining• Talent Mapping	<ul style="list-style-type: none">• CRM• ATS• Machine Learning / AI tools• LinkedIn Recruiter• Reporting• Integrations• System Aggregators• Email hunting / Validation	<ul style="list-style-type: none">• Recruiting/Sourcing Strategy• Recruiting Team<ul style="list-style-type: none">• organizational design• Process Mapping• Employee Referral Programs• Diversity / Veteran / Alumni• Campus / Conference• Increasing technology with a “zero based budget”	<ul style="list-style-type: none">• Project management• Project advisement• Tools/Technology/System selection• Prepping for implementation• Post-implementation advice• System optimization• System/Tool adoption



RECENT PROJECTS

CRM / ATS Optimization and Recruitment Marketing Projects

- *Kelly Services: Evaluation of entire product suite (CRM / ATS) and optimization recommendations.*
- *Ernst & Young – TA and Exec Staffing: built global “Quick Start” three-part EY training & certification program.*
- *Provident Health (Provider Solutions and Development): Recruitment marketing - over 1800 people in various stages of 5 month drip series campaign. Personalized automated emails based on prospect portal responses and location preference. Leverages workflow automation and email variants.*
- *Abbvie: Architect for new Events Workflow as well as 6 custom reports.*

New implementations

- *EY Executive and Board Network (not TA): Password protected invite only Talent Network of C-suite execs (Presidents and SVP level at Fortune 100 companies)*
- *Booz Allen: CRM and Events Modules – Architect for CRM, Talent Communities, QIA process and three Workday integrations*
- *IPG MediaBrands: CCPA and GDPR process*

RECENT PRESENTATIONS / TRAINING

Presentations / Conferences

- *SourceCon Las Vegas: **Keynote presenter for 700+ sourcing professionals***
- *SourceCon Seattle: **MC for the Expert Sourcing track***
- *Avature CRM User Conference: **MC for the Power User Track (2017-2019)***
- *TalentNet Dallas: **Rapid Fire Recruiting Tips / Tricks***

Training

- *Smile Brands: **Day 1 – Technical, Sys Admins and Recruitment Marketing. Day 2 – Sourcing and Recruiting Team – best practices***
- *Lockheed: **CRM and Sourcing best practices***
- *Red Hat: **CRM, Recruitment Marketing and Sourcing best practices***
- *EY: **CRM and Sourcing best practices***

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For a quote or additional information, please email jim@recruitingadvisors.com

