





# HR Trends

Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

HR Trends with Game Changers, Presented by SAP  
Monday at 10 AM Pacific  
**May 20th 2014: Does a Degree Matter? Unique Talent Dynamics in the Bay Area.**

The buzz: Hiring. A talent war is raging in the S.F. Bay Area, where companies are taking a fresh look at what great talent looks like – including the value of a college degree, social currency, the innovation edge, and more. Their evolving hiring model could impact your hiring approach, wherever you’re based. And it could put a new spin on your own career. The experts speak. Michael Castellano, engager, Inc: “You don’t learn to walk by following rules. You learn by doing, and by falling over” (Richard Branson). Cheryl Fields Tyler, Blue Beyond Consulting: “People will work hard for money;

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Featured Guests



**Michael Castellano**  
Michael Castellano, the Founder and CEO of engager, Inc, an interactive video company based in Menlo Park, CA, is a Silicon Valley 3x entrepreneur.

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**Cheryl Fields Tyler**  
Cheryl Fields Tyler is an entrepreneur, consultant, leader, colleague, wife, mother and friend—in no particular order. In her day job, she is founder and CEO of Blue Beyond Consulting, a management consulting firm that helps leaders and their organizations thrive in times of change.

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**David Swanson**  
David Swanson, Executive Vice President, Human Resources, SAP, has over 25 years of human resources management experience.

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