



HR Trends



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



HR Trends with Game Changers, Presented by SAP
Monday at 10 AM Pacific
October 20th 2014: The Yelpification of Recruiting

The buzz: Recruiting. Acquiring top talent is tough, with today's job mobility mindset and competitive employee poaching. Another challenge: your Employer Brand. Similar to customers relying on social network reviews of your products, potential recruits are combing the Web for insider info about your organization. Are your Talent leaders and employee ambassadors helping or hindering your brand? The experts speak. Tim Sackett, HRU Technical Resources: "I don't know how this is going to end, I know how it's going to begin" (Neo, The Matrix). Will Staney, Glassdoor: "I have always been pushed

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Featured Guests



Tim Sackett

Tim Sackett, SPHR is the President of HRU Technical Resources a leading IT and Engineering Staffing firm headquartered in Lansing, MI. Tim has 20 years of combined Executive HR and Talent Acquisition experience, working for Fortune 500 companies in healthcare, retail, dining and technology.

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Will Staney

Will Staney, Director of Recruiting and Strategic Programs at SuccessFactors, an SAP company, leads the development of SuccessFactors' overall online recruiting marketing strategies, employer branding, and strategic talent acquisition programs. An influential voice in the HR and recruiting space, Will regularly speaks on new media marketing, recruiting strategies, and employer branding. Prior to SuccessFactors, he served as talent acquisition web strategy manager at VMware, responsible for building and implementing the corporate Employment Web Marketing and Social Recruiting Strategy. He led the program that trained the entire global staffing team and implemented social media strategy and ad

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Jessica Miller-Merrell

Jessica Miller-Merrell is the Founder of Blogging4Jobs.com, a workplace resource for HR professionals and business leaders. The site was listed as a top 75 career resource by Forbes Magazine.

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