



## GLENN GUTMACHER

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- **Talent sourcing strategist, implementer, trainer** in corporate recruiting departments of 3 multibillion dollar firms
- Expertise in building offshore and onshore sourcing teams, revamping processes, automating systems and increasing productivity through online software, macros and customized tools, with transformative group and individual impact
- **Thought leader** frequently asked to present at industry conferences, webinars, etc., who in the 1990s created the world's longest continuously-running e-course about talent sourcing methods online

Avanade Inc., Group Manager, Talent Sourcing Center of Excellence, 2014 - present

\$2B enterprise IT solutions/services firm focused on Microsoft platform; Accenture/Microsoft joint venture founded 2000

*Built out "internal RPO" model that contributed to lowest North America cost per hire since 2009, generating 1/3 of NA region's external full-time professional (non-contract/non-campus) total hires.*

- **Cost-saving strategy & management:** Built junior onshore calling team to conduct first-interview phone screens to complement expanding offshore team (see 2010-14 work history) responsibilities.
- **Productivity:** Created comprehensive, standardized, user-friendly sourcing tools to leverage automation (custom bookmarklets, Excel VBA macros, browser extensions, web scraping, Javascript-enabled web search tools and dashboards, etc.) and sortable search string libraries to increase productivity.
- **Succession Planning:** Successfully transferred ownership of above resources to offshore managers.
- **Training:** Developed and led company's first internal sourcing certification training program.
- **Diversity:** Developed company diversity sourcing strategy for social networks, industry associations, virtual communities, etc.

Avanade Inc., Group Manager, Talent Sourcing SWAT Lead, 2010 - 2014

\$2B enterprise IT solutions/services firm focused on Microsoft platform; Accenture/Microsoft joint venture founded 2000

*Develop and implement talent sourcing strategies and systems that increased candidate response rate, employee referrals, and offshoring online research to get recruiters to phones faster, at lower cost.*

- **Cost-saving strategy & management:** Build and train offshore team (native Chinese / English 2nd language) to turbocharge online sourcing for candidate pipelining and ATS administration for data integrity at 2/3 less cost than onshore.
- **Complete challenging sourcing** projects for hard-to-find IT solutions developer talent using direct sourcing, social networking and virtual communities, advanced boolean search, geotalent heatmapping, etc.
- Leverage new fields, workflows and ways to search to make Taleo Enterprise Edition **ATS operate more like a recruiting CRM** and become a much more productive source of leads
- Implement multimedia email/landing page **platform yielding 50% higher candidate response rate** than LinkedIn inmail
- **Dynamic intranet SharePoint resources:** Built competitive intelligence collection system utilizing RSS feeds and ad hoc data as well as a prototype (portal launched FY2015) that has streamlined sourcing requests with greatly improved communication and tracking between offshore and onshore teams
- **Developed best practices** in search methods, messaging templates (editorial calendar and progressing cadence) and optimized social media profiles that became company standard promoted by recruitment marketing leads globally
- **Employee ambassadors on steroids:** Innovated method using Dlv.it to automatically redistribute official content via employees' social networks to their followers to amplify the company brand message in a consistent way, embraced by global Marketing Dept. as a best practice, contributing to NA region company record-level employee referral rate

Arbita, Inc., Vice President, Arbita Consulting & Education Services (ACES), 2008 - 2010

Merger of leading multi-site job posting service RecruitUSA and sourcing training guru Shally Steckerl's consulting firm

*Lead profitable company division focused on sourcer / recruiter training and consulting programs, conduct pre- and post-assessments, to help client firms build candidate pipelines through advanced online and phone sourcing methods.*

- Run needs pre-assessments and post-evaluations with corporate recruiting departments and third-party search firms to help customize and sell in consulting and training offerings, and insure value of training/implemented solution.
- Present wide range of profitable customized sourcing and recruiting workshops to dozens of clients, focusing on: Internet and phone sourcing, social media and online communities for sourcing and branding, email campaigns, tools and automation, search engine optimization (SEO) and marketing (SEM) for recruiting, etc.
- Develop new sourcing- and social recruiting-related e-commerce products and services
- Present consistently highly-attended/rated recruiting workshops and webinars at various major conferences and regional recruiting associations such as ERE, Kennedy, RCE, AOEP, SMAGC, NAPS chapters, etc.

Microsoft Corporation. Recruiting Researcher, Global Central Sourcing Team, 2005 - 2008

World's leading consumer/business software company, founded in 1975

*Became go-to resource as lead online researcher in pod model created by Rob McIntosh and Shally Steckerl at Microsoft*

- Used wide array of online resources, software and web-enabled tools, and innovative Internet search techniques to find highly-skilled passive leads who meet specific software development candidate profiles
- Consulted with management on systematic improvements to sourcing "pod model" processes
- Worked cooperatively with peers on creating and implementing industry best practice sourcing methodologies.
- Conducted internal sourcing training series for recruiting globally; content posted to intranet highly used for years
- Ran niche software developer sourcing for Microsoft's six primary international development centers and recruiting competitive intelligence for the key companies, universities, communities, awards, etc., in the related geographies

Getronics North America. Lead Sourcer, Recruiter Trainer & Career Webmaster, 2003 - 2005

Multibillion enterprise IT services/solutions firm headquartered in Europe (N.A. divisions merged with CompuCom later)

*Lead passive candidate sourcing effort for US recruiting team at all levels and overhauled career website, contributing significantly to finalist nominations in two categories of the 2005 ERE Recruiting Excellence Awards*

- Redesigned and maintained US career site, developed new content and functionality to reflect industry best practices
- Developed innovative sourcing methods, internal and external e-marketing efforts for recruiting purposes, and training
- Demoed, evaluated and recommended for purchase third-party tools to improve recruiting and productivity
- Served as first-line liaison on applicant tracking system (ATS) problems; developed specifications for enhancements

Community Newspaper Co., Needham, MA. Interactive Product Manager, 1996 - 2000

Largest newspaper chain in Massachusetts, acquired 2001 by Boston Herald and later spun off

*Launched and maintained online classifieds site and its robust portals on TownOnline.com for careers, parenting, real estate, newcomers and online personals, one of the world's first successful newspaper-run web ventures*

- Helped develop sales marketing collateral, participated on four-legged sales calls, made presentations at clients' industry meetings and trusted online strategist for senior management
- Researched and evaluated third-party vendor alliances and helped install gateway functionality to sites
- Strategized and coordinated compilation of editorial resources throughout the CNC enterprise to deploy on these sites
- Developed and systematized new sources of online content (e.g., career experts for live chats, special columnists, etc.) to complement print publications' weekly content
- Trained staff and wrote online documentation for various editorial, software and Web database procedures
- Developed roster of presenters for job-seeker seminars and one-on-one counselors for all CNC career fairs

#### FREELANCE EXPERIENCE:

Recruiting-Online.com ([www.recruiting-online.com](http://www.recruiting-online.com)), Sharon, MA / Norton, MA. Founder/Owner, 1997 - present

- Frequently published writer, panelist and speaker at many human resources and recruiting conferences (e.g., SourceCon 2007-15, LinkedIn Talent Connect 2014, AOEP 2007-15, Bullhorn 2014-15, Recruiting Trends 2013, etc.
- Research, develop, market and present "Advanced Online Recruiting Techniques" seminar and e-course in varied formats to associations and thousands of recruiters from hundreds of companies of all sizes and industries
- Developed and presented Internet sourcing modules at all "Stepping Up to Diversity" seminars presented by Frank X. McCarthy & Associates (2002 - 2003). Corporate clients included Harvard U., Merck, Millipore, etc.
- Official Internet recruiting certification instructor for NEHRA.com (2000), Jobfind.com / Boston Herald (2001) and BostonWorks.com (2002) and developed job-seeker seminars track for all Boston Globe job fairs

#### EDUCATION, DISTINCTIONS AND SKILLS:

- Yale University, New Haven, CT. B.A., cum laude, Psychology/Organizational Behavior, May 1987
- Contributions directly tied to department's two nominations as finalist in ERE.net's Excellence Awards: "Most Innovative Recruiting Process or Structure" (for our in-house executive search function) and "Most Strategic Use of Technology" (for development and effective use of our website/ATS/other interactive e-communications), 2005
- EPpy (Editor & Publisher) and Digital Edge (Newspaper Assn. of America) awards for best commercial Web site by a newspaper, besting larger competitors' entries (Boston Globe, Washington Post, etc.), 1998

#### BOARDS & MEMBERSHIPS:

- Leader/Co-Founder, Boston Area Talent Sourcing Association ([www.batsa.us](http://www.batsa.us)), 2014 - present
- Officer, Board of Trustees, Temple Sinai of Sharon, 2008 - 2015
- Society of Competitive Intelligence Professionals, Member, 2004 - 2008
- Society of Human Resource Professionals (SHRM), Member, 2001 - 2003
- Northeast Human Resource Association (NEHRA), Member, 1998 - 2003