

G L E N N GUTMACHER

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EXPERTISE

Sourcing

Talent acquisition
strategist, manager +
trainer @ 4
multibillion \$ firms

Offshore + Onshore

Building sourcing teams

Revamping processes

Automating systems

Increasing Productivity

through online software
and custom tools, with
transformative impact

Diversity + Inclusion

integration into talent
acquisition processes

State Street Corporation institutional finance-focused G-SIB, ETFs pioneer, world's 3rd largest custody bank
Vice President, Global Talent Sourcing & Recruitment Marketing Manager, 2018 - present
VP, US Diversity Sourcing and Consulting Office, 2015 - 2018

- Structured and oversee FT sourcer teams in India (replacing 6 US-based sourcers) focused on experienced diverse passive talent for priority roles and recurring candidate pipelines across all bank divisions; expanding to EMEA and APAC through 2019 (9 additional headcount in India); also personally handle select executive sourcing and strategic projects.
- Develop online and phone diversity sourcing strategies for social networks, industry associations, virtual communities, etc., and work with Marketing, Global Inclusion and University Relations on events strategy
- Develop + lead sourcing community of practice + training series globally for recruiters and 1:1's.
- Developed reporting and productivity tools using JavaScript, Excel VBA macros and SharePoint to support bridge period to first cloud-based ATS (Workday)
- Evaluate technology vendors: focus on AI + ML for recruiting, sourcing, and non-TA HR use cases
- Added recruitment marketing manager responsibilities in Oct. 2018, handling paid job board negotiations and other vendor relationships, content strategy, job posting template revamp to coincide with new career site launch (PhenomPeople), etc.

Avanade Inc. \$2B enterprise IT solutions/services firm; Accenture/Microsoft joint venture founded 2000
Group Manager, Talent Sourcing Center of Excellence, 2014 - 2015
Group Manager, Talent Sourcing SWAT Lead, 2010 - 2014

- Build 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. Developed and implemented system to increase candidate response rate, employee referrals, and offshoring online research to get recruiters on phones faster.
- Cost-saving strategy & management: Build out and train offshore team (native Chinese / English 2nd language) to turbocharge candidate pipelining and ATS admin tasks at 2/3 less cost than onshore. Manage junior onshore calling team to conduct phone screens of offshore teams' leads.
- Create 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.
- Complete challenging sourcing projects for hard-to-find IT talent using direct sourcing, social networking and virtual communities, advanced boolean search, geotalent heatmapping, etc.
- Implement multimedia email/landing page platform yielding 50% higher response rate than LinkedIn
- Dynamic intranet SharePoint resources: Build competitive intelligence collection system utilizing RSS feeds and ad hoc data as well as prototype of portal launched FY2015 that streamlines sourcing requests with greatly improved communication and tracking between offshore and onshore teams
- Develop 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 Dlvr.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. merger of job posting distribution service RecruitUSA and sourcing training guru Shally Steckerl's consulting firm
Vice President, Arbita Consulting & Education Services (ACES), 2008 - 2010

- 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.

SKILLS

Technical

- JavaScript, Excel VBA, bookmarklets, Google Apps Script, APIs, HTML, CSS
- ATS: Workday, Taleo, PeopleSoft, JobSmart

Public Speaking

Frequent presenter at industry conferences and webinars the last

20 years

Thought Leadership

- Created the Labs (2009) and Programmers (2017) tracks for [SourceCon](#), the sourcing industry's premiere annual conference run by ERE
- Created the world's first online-focused talent sourcing self-paced e-course (1997)

[Microsoft Corporation](#) world's #1 software company

Recruiting Researcher, Global Central Sourcing Team, 2005 - 2008

- Became go-to resource as online lead in pod model created by Rob McIntosh and Shally Steckerl
- Use wide array of software, online resources and web-enabled tools, and innovative search techniques to find highly-skilled passives who meet specific software development profiles
- Consult with management on systematic improvements to sourcing "pod model" processes
- Work cooperatively with peers to create/implement industry best practice sourcing methodologies
- Conduct internal sourcing training series for recruiting globally; my how-to content posted to the company intranet remains highly used years later
- Lead niche software developer sourcing for Microsoft's six primary global development centers + recruiting competitive intelligence for key companies, universities, communities, awards, etc., in those geographies

[Getronics](#) \$4B enterprise IT services firm HQ'd in Europe; NA divisions merged with Compucom later

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

- Lead passive candidate sourcing effort for US recruiting team at all levels
- Redesigned and maintained US career site, developed new content and functionality to reflect industry best practices
- Developed + trained innovative sourcing methods, internal + external e-marketing for recruiting
- Above led to finalist nominations in two categories of the 2005 ERE Recruiting Excellence Awards
- Demoed, evaluated and recommended third-party tools to boost recruiting + productivity
- Served as first-line liaison on ATS problems; developed specifications for enhancements

[Community Newspaper Company](#) then Massachusetts' largest newspaper chain, now part of Gatehouse Media

Interactive Product Manager, 1996 - 2000

- Launched and maintained online classifieds site and its TownOnline.com portals 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 + evaluated third-party vendor alliances; helped install gateway functionality to sites
- Strategized + coordinated repurposing of editorial resources across CNC enterprise for our sites
- Developed + systematized new sources of online content (e.g., career experts for live chats, special columnists, etc.) to complement print publications' weekly content
- Trained staff + wrote online documentation for various editorial, software and Web database procedures
- Developed roster of presenters for job-seeker seminars and 1:1 counselors for all CNC career fairs

FREELANCE EXPERIENCE:

[Recruiting-Online.com](#) Founder/Owner, 1997 - 2015

- Frequently published writer, panelist and speaker at many HR + recruiting conferences: SourceCon 2007-15, LinkedIn Talent Connect 2014, AOEP 2007-15, Bullhorn 2014-15, Recruiting Trends 2008, 2013
- Research, develop, market + present "Advanced Online Recruiting Techniques" seminar + e-course in varied formats to associations and 1000+ recruiters from 100+ companies of all sizes/industries
- Developed + presented Internet sourcing modules at all "Stepping Up to Diversity" seminars presented by [Frank X. McCarthy](#) (2002 - 2003). 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 AND DISTINCTIONS:

- **Yale University**, New Haven, CT. B.A., *cum laude*, Psychology/Organizational Behavior
- ERE Excellence Awards finalists: "Most Strategic Use of Technology" (for website/ATS/e-communications) + "Most Innovative Recruiting Process or Structure" (in-house executive search), 2005
- EPPy (Editor & Publisher) and Digital Edge (Newspaper Assn. of America) awards for best commercial Web site by a newspaper (beating the Boston Globe, Washington Post, etc.), 1998

BOARDS & MEMBERSHIPS:

- Active committees member, [Association of Talent Acquisition Professionals](#), Jan. 2018 - present: 1) Sourcing Metrics (co-developed industry standards; presented webinar to membership Oct. 2018); 2) Source Effectiveness (started June 2019)
- Leader/Co-Founder, [Boston Area Talent Sourcing Association](#), 2014 - present: Book industry-leading speakers for free in-person events and webinars, and secure sponsors and host site donors for this non-profit group
- Officer, Board of Trustees, Temple Sinai of Sharon, 2008 - 2015
- Society of Competitive Intelligence Professionals, Member, 2004 - 2008
- Northeast Human Resource Association (NEHRA), Member, 1998 - 2003