

# Resume of GLENN GUTMACHER

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**SUMMARY:** Subject matter expert for:

- 1) **Creating or revamping in-house recruiting research / sourcing function:** A) Train staff and institute innovative sourcing tools and methods to generate pipelines of passive candidates faster and with higher quality. B) Manage integration with ATS and/or CRM systems to generate metrics by channel/req and insure OFCCP compliance, resulting in big savings.
- 2) **Recruiting Competitive Intelligence system:** Leverage information company-wide (including field data outside of staffing, corporate marketing, etc.) and combine with real-time intranet repository of RSS feeds about competitor layoffs/acquisitions, identify top talent at under-the-radar firms, salary data, org charts, etc., with automated alerts and custom reporting.
- 3) **Social media recruiting and Web 2.0 career site strategy/implementation:** A) Get recruiting team up to speed on best practices re: LinkedIn, Facebook and Twitter from the sourcing, networking and employer branding perspectives. B) Implement systems that tap and repurpose engaging content across the company on social networks, blogs, etc., to act as a passive talent magnet. C) Improve career site and develop microsites with niche-target, candidate-friendly landing pages supported by SEO/SEM campaigns and online talent communities to attract passive candidates who otherwise would never visit/apply for jobs.

## FULL-TIME EXPERIENCE:

*Arbita (www.arbita.net), Minneapolis, MN. Vice President, Arbita Consulting & Education Services (ACES), September 2008 - present.*

- Joined company prior to merger of Shally Steckerl's JobMachine with Arbita to:
  - lead sourcer / recruiter training and consulting programs to help build passive talent communities and candidate pipelines through advanced boolean search, Internet and phone sourcing, and social recruiting methods, and
  - develop new sourcing- and social recruiting-related products and services, such as the Recruiter GuruGuides e-commerce educational product series (formerly JobMachine CheatSheets) for search engines and social networks
- Run needs assessments with large and small corporate recruiting departments and third-party search firms to help customize and sell in consulting and training offerings.
- 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 follow-up exercise materials to insure learning was absorbed.
- 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.
- Create and market profitable webinar series co-presented by internal and external recruiting industry experts, in addition to highly-attended free webinar series for Arbita customers.

*Microsoft (www.microsoft.com), Redmond, WA / Waltham, MA. Recruiting Researcher, Global Central Sourcing Team, July 2005 - September 2008.*

- 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 processes.
- Worked cooperatively with peers on creating and implementing industry best practice sourcing methodologies.
- Conducted internal sourcing training for recruiting teams globally.
- 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 N.A., Billerica, MA. Lead Sourcer, Recruiter Trainer & Career Webmaster, 6/03 - 7/05.*

- Led the sourcing effort for US recruiting team to find passive candidates for senior-level and other hard-to-fill job openings.
- Developed new content and functionality, redesigned and maintained US career website, to reflect industry best practices.
- Served as lead trainer of advanced Internet recruiting techniques for the department.
- Instituted innovative internal and external e-marketing efforts for recruiting purposes.
- 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 functionality specifications for enhancements.
- Researched and adapted best-in-class methodology for employment branding online.

*MyJewishLearning.com, Hebrew College (www.myjewishlearning.com), Newton, MA. Marketing & Community Manager, 11/02 - 6/03.*

- Led all e-marketing efforts for non-profit Jewish learning web site.
- Coordinated design, production and distribution of print marketing collateral.
- Coordinated appearances at major trade shows.
- Developed aspects of web site in consultation with senior editorial, technical and general management.

*ReadyAbout Interactive (www.readyabout.com), Boston, MA. Project Manager/Producer, 11/00 - 4/02.*

- Project manager for various high-end interactive web sites, CD-ROMs, etc., for external and internal clients from Fortune 500 firms on down: managed staff, contractors and vendors in application development and graphic design; conducted research; edited and co-wrote functionality, design and UI specifications.
- Pioneered Web site search engine optimization for the firm, as implemented on client Altio.com.
- Spearheaded recruiting and applicant tracking efforts, and corporate e-marketing initiatives for the company, including full editorial responsibilities (see [www.readyabout.com/newsletter](http://www.readyabout.com/newsletter)).

*VillageGenie.com (now ExecuPlanet.com), Boston, MA. Vice President-Content, 3/00 - 10/00.*

- Developed content strategy for rich content/functionality modules that are supplied as private label plug-ins to client Web sites. Company acquired by leading outplacement firm, Lee Hecht Harrison.
- Devised navigation structure and content for each page of product demo.
- Worked closely with Web development vendors towards beta release of product.
- Wrote or co-wrote all copy for corporate Web site and client/investor marketing materials.
- Supervised team of four Web Research Analysts to build content databases for the plug-in modules.

*Community Newspaper Co. (acquired 2001 by Boston Herald), Needham, MA. Interactive Product Manager, 10/96 - 3/00.*

- Oversaw launch of and maintained CommunityClassifieds.com and its component TownOnline.com sites for careers, parenting, real estate, newcomers and online personals.
- Helped develop sales marketing collateral, participated on four-legged sales calls, made presentations at clients' industry meetings and participated in online strategy with internal 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), Sharon, MA / Norton, MA. President/Founder, September 1997 - present.*

- Research, develop, market and present "Advanced Online Recruiting Techniques" seminar and e-course in varied formats to associations and 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 include Harvard U., Merck, etc.
- Panelist and speaker at many human resources and recruiting conferences (e.g., NAPS New England Regional / NEAPS 2008, featured industry analyst at Monster.com's quarterly off-site meeting, Jun. 2002); frequent guest, "The Job Show" (WABU-TV/68).
- Frequently published writer on online recruiting techniques (archive: [www.recruiting-online.com/press.html](http://www.recruiting-online.com/press.html)).
- Official Internet recruiting certification instructor for NEHRA.com (2000), Jobfind.com / Boston Herald (2001) and BostonWorks.com / Boston Globe (2002).
- Boston Globe (11/01 - 6/02): E-newsletters strategist and writer; developed and presented training of BostonWorks.com product line to Globe sales staff and select customers; developed job-seeker seminars track and secured roster of presenters and personal career counselors for all BostonWorks 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 Electronic Recruiting Exchange's ERExcellence Awards ([www.ereexchange.com/ereawards](http://www.ereexchange.com/ereawards)): "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:**

- 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.
- Officer, Board of Trustees, Temple Sinai of Sharon, 2008 - present.
- National Association of College Broadcasters, Providence, RI. Chairman of the Board, 1/94 - 1/96.
- Yale Broadcasting Company, New Haven, CT. Member, Board of Governors, 11/91 - 11/97.

#### **OTHER KEYWORDS:**

internet recruiting researcher, candidate sourcer, master cybersleuth; seminar training course developer and courseware trainer, instructor and published writer; internet sourcing trainer and consultant; social networking and social recruiting best practices, user documentation writer; online content manager, editor, and writer; internet recruiting trainer and consultant; javascript, html, ping.fm, hellotxt, hootsuite, e-newsletters, microsoft office: word, excel, powerpoint, outlook, project, access, onenote, visio; adobe photoshop, acrobat, filemaker pro, broadlook diver, eclipse, copernic, hrsmart, infogist, eudora, outstanding verbal and written communication, research and analytical skills; seminar developer, seminar courseware writer, user documentation writer, training course documentation writer, seminar instructor, course instructor, training instructor, seminar trainer, online content editor, online content manager, online content writer, internet content editor, internet content manager, internet recruiting consultant, marketing collateral writer