

# Mini-Resume of GLENN GUTMACHER

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(for more details, recommendations on LinkedIn profile, etc., see [www.recruiting-online.com/resume.html](http://www.recruiting-online.com/resume.html))

## SUMMARY & GOALS:

Go in-house at a corporate recruiting department or large staffing firm to achieve one or more of the following, as I do for recruiting consulting clients now:

- 1) Create or revamp in-house research function:** A) Train staff and institute innovative sourcing tools and methods to generate pipelines of passive candidates faster and with higher quality. B) Integrate with ATS and/or CRM systems to generate metrics by sourcing channel/req and insure OFCCP compliance, resulting in significant savings.
- 2) Recruiting Competitive Intelligence system:** Leverage information across the company (including field data outside of staffing, synergies with corporate marketing, etc.) and create real-time intranet repository integrating RSS feeds about competitor layoffs/acquisitions, identify top talent at under-the-radar competitors, org charts, etc., with automated alerts to relevant recruiters and/or hiring teams and custom reporting.
- 3) Social media recruiting and Web 2.0 career site strategy/implementation:** A) Get recruiting team up to speed on the latest 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) Revamp current career site or develop career 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 via Shally Steckerl's JobMachine prior to its merger with Arbita)*

- Lead R&D, consultation delivery, and subject matter expert for sourcer / recruiter training programs to help build customers' passive candidate pipelines through: sourcing tools, systems and automation; advanced boolean search; deep web and phone sourcing; social media recruiting and employer branding; building niche online talent communities; email campaigns/newsletters, SEO/SEM for recruiting; and job posting best practices.
- Clients range from Fortune 50 to small staffing firms.
- Present consistently highly-attended/rated recruiting workshops and webinars at various national and regional recruiting events.

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

- Go-to person across staffing organization to build talent pipelines for tough job requisitions and special projects
- 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.

- Worked cooperatively with peers on creating and implementing industry best practice sourcing methodologies (virtual career fairs, etc.).
- Conducted training series for MS recruiting globally.
- Sourced and gathered competitive intelligence for MS's six primary international development centers.

*Getronics N.A., Billerica, MA. Lead Sourcer, Recruiter Trainer & Career Webmaster, June 2003 - July 2005.*

- Led US recruiting to source 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 ATS problems; developed functionality specifications for enhancements to system.

Selected Previous Highlights:

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

- Oversaw launch of and maintained online classifieds and TownOnline.com sites for careers, parenting, real estate, newcomers and online personals.
- Helped develop sales marketing collateral and participated on four-legged sales calls.
- Researched and evaluated third-party vendor alliances and helped install gateway functionality to websites.
- Developed and systematized new sources of online content (e.g., career experts for live chats, special columnists, etc.) to complement printed news content.
- Trained staff and wrote online documentation for various editorial, software and Web database procedures.
- Developed presenter roster for job-seeker seminars and career counselors appearing at all CNC career fairs.

## FREELANCE EXPERIENCE:

*Founder, Recruiting-Online.com (1997 – present)*

- Research, develop, market and present "Advanced Online Recruiting Techniques" live seminar and comprehensive e-course to professional associations and recruiters from hundreds of companies from Fortune 10 to solo executive recruiters
- Official Internet recruiting certification instructor for NEHRA.com (2000), Jobfind.com / Boston Herald (2001) and BostonWorks.com / Boston Globe (2002). Frequent speaker and published writer about online recruiting.

## EDUCATION, DISTINCTIONS AND SKILLS:

- Yale University, New Haven, CT. B.A., cum laude, Psychology/Organizational Behavior, May 1987.
- Contributions directly tied to 2005 finalist nominations in Electronic Recruiting Exchange's ERExcellence Awards: "Most Innovative Recruiting Process or Structure" (in-house executive search function) and "Most Strategic Use of Technology" (development and effective use of our website/ATS/other interactive e-communications).
- 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.