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Objective

My objective is to create, build and innovate the human resources function while serving as a strategic consultant within a entrepreneurial and progressive organization.

Employment History

SPLICE || www.hellosplice.com
Founder and Consultant

July 2014 - present

SPLICE is a fully integrated employer branding agency and talent acquisition consultancy that develops and implements human resource strategies for companies big and small.

- Consult and built global (U.S., Europe, Middle East and Asia) employer branding and talent acquisition strategies for multiple Fortune 500 and start-up clients including;
 - **Panasonic Automotive** (\$2.3 billion): developed sourcing strategy, redesigned website and integrated Taleo ATS, implemented CRM and redesigned talent acquisition processes and consulted on various people operations
 - **Panasonic Avionics** (\$2.5 billion): developed the employer brand and trained 20+ recruiters globally on social sourcing and recruiting strategies and use of Ascendify CRM
 - **Panasonic North American HQ**: employer branding strategy to coincide with new Ascendify CRM & ATS implementation
 - **Floor & Décor**: developed employer branding content, copywriting for career page and consulted on employer branding strategies and consulted on Clinch CRM implementation
 - **Transdev**: developed employer branding and social recruiting strategy
 - **Fifth Group**: developed employer branding and sourcing strategy
 - **I-Blason**: executive coach for the Director of e-Commerce

- Developed strategies using data and metrics for human resources, talent acquisition and employer branding for enhanced people operations and candidate experience
- Create and design digital stories/campaigns with landing pages, campaigns, video and social media to enhance client's employer brand and improve the sourcing capabilities of teams.
- Create and/or redesign careers pages and internal employee pages while creating all content including; storyboarding, video direction, copywriting, and other creative functions.
- Utilize data from surveys, user groups and research to build effective sourcing, recruiting and employer branding strategies.
- Design and implement social campaigns across social platforms (Facebook, YouTube, Vine, Instagram, SnapChat and Twitter) for improved candidate engagement.
- Gamification of programs to increase engagement including; employee referral programs, on-boarding and training.
- Create drip and social marketing campaigns to attract and engage talent.

YP (formerly AT&T YellowPages) || www.yip.com
Head of Employer Branding & Executive Recruiting

August 2013 – June 2014

YP is the largest local ad platform in the U.S. Their digital properties include YP.com, currently the 33rd most visited website and the YP app which has reached a top 10 ranking in iTunes & the Google Play Store. YP is a \$3 billion dollar company with 6,000+ employees

- Built the employer branding function for YP (*former YellowPages / AT&T*) after their purchase by the private equity firm Cerberus Capital Management
- Led Executive Search, responsible for recruiting all positions at the Vice President level and higher nationally with focus on Technology in Los Angeles, CA and Corporate in Atlanta, GA.

- Developed an employer-branding center of excellence to support talent acquisition in a decentralized model.
- Member of the Human Resources leadership team which guided people strategy, company culture, and other areas regarding employees
- Developed recruiting processes and best practices for organizational change (40% was for Los Angeles, CA technology team).
- Created digital strategies for promoting the employer brand and developed social recruiting training for hiring teams including; talent acquisition, sales and technology.
- Led the redesign of YP's talent department intranet, external careers page (<http://jobs.yip.com>) and the mobile optimized careers pages including all storyboarding, video direction, copywriting, and other creative functions.
- Create social campaigns and maintain editorial calendar for all social engagement of candidates.
- Designed employee referral campaigns using internal social network (Salesforce Chatter).
- Promote the talent acquisition brand through talent communities, marketing campaigns, corporate careers page and social media platforms (Facebook, Twitter, YouTube, Vine, Instagram and LinkedIn).
- Ensure positive candidate experiences at all engagement points of the talent acquisition process.
- Led the implementation of SuccessFactors and transition from Taleo applicant tracking system.
- Responsible for all recruiting technologies (selection, implementation etc..) platforms including; SuccessFactors and Jobs2Web

Case-Mate || www.case-mate.com
Senior Director of People & Engagement

October 2011 – August 2013

Case-Mate was a 225+ person, \$100 million dollar, late start-up consumer goods and fashion company.

- Reported to the Vice-President of People and Culture and led global “people” efforts for North America (US, Canada), South America (Brazil), Europe (Ireland), Australia and Asia (China).
- Filled 257 positions globally in 18 months for U.S., Canada, Brazil, Ireland, China and India.
- Built and implemented talent acquisition and human capital strategies for commerce, creative, marketing, sales, accounting, human resources and executive team.
- Designed a talent community in partnership with 3rd party software to engage and pipeline future talent.
- Developed, measured and ensured positive candidate experiences at all engagement points of the talent acquisition process with national recognition via the [2012 Candidate Experience Award](#) from The Talent Board.
- Created social recruiting strategies to engage potential candidates via videos, photos and talent communities.
- Built the www.case-mate.com/careers page and responsible for layout, design, strategies and content (video, social, copy etc...) of the site.
- Select, implement and manage applicant tracking system (Jobvite) and ensure company adoption as a global platform.
- Serve as the Director of Social Engagement for Vaja (luxury brand line) by building all social properties including; Facebook, Twitter, Blog, Pinterest, G+, Instagram and other micro platforms.
- Designed social media strategies for three separate consumer goods brands of the organization.
- Recognized as a thought leader in social recruiting and invited to conduct webinars, speak at various venues and lead training for various Human Resources and Talent Management groups.

Synergis || www.synergishr.com
Vice President, RPO & Managed Services

October 2006 – October 2011

- Built and led the new business unit ([Workforce Solutions](#)) which is focused on Recruitment Process Outsourcing (RPO) and Human Resource services.
- Built and led the strategies and operations of the Talent Acquisitions team (8 members) and Sales Team (4 members) which is focused on technology clients.
- Grew the organization from \$10 million in sales (2006) to \$17 million in sales (2010).
- Designed a social media community tool which would be utilized to engage retirees and ex-employees for client’s project based requirements.

- Member of the Leadership Team with responsibility for contributing to the overall strategy, growth, direction, and marketing of a technology recruiting firm.
- Trained recruiters in full lifecycle recruiting, Web2.0 methodologies, social networking recruiting, mobile recruiting, boolean search, employment law and all aspects of the recruiting process.
- Develop and manage social media marketing and recruitment branding strategies for the recruiting department and overall organization.
- Evaluated and implemented applicant tracking system (Sendouts) for OFCCP and EEOC compliance.
- Responsible for scorecard, progress reports, tracking and interpreting dashboard results and metrics ensuring adherence to contractual agreements.

DataPath Inc. (now *Rockwell-Collins*) || www.datapath.com
Head of Talent Acquisition

September 2005 – September 2006

- Built and led an 8 person team responsible for all global talent acquisition for North America, Southeast Asia, Middle East, and Africa.
- Developed and led all global talent acquisition and recruitment branding strategies.
- Created all talent acquisition processes including; requisition process, formal job descriptions and formalized pipeline for future candidates in niche areas.
- Researched and implemented an applicant tracking system (NuView) to assist in employment compliance, branding and database management.
- Team was responsible for high growth; 200 employees to 600+ in a 12 month period.
- Led all talent acquisition and recruitment marketing efforts to raise awareness of the company brand.
- Created companies first talent communities via on-line resources including community groups, newsletters and companies first social media portal (LinkedIn).
- Co-developed tracking tool for workforce planning data gathering during period of record growth for overseas and domestic hiring in partnership with the Vice President of Finance.
- Managed company's staffing partners including; design and management of service level agreements and monitoring all dashboard results.

Panasonic Wireless Design Center || www.panasonic.com
Director of Talent Acquisition & Human Resources

April 1999 - September 2005

Panasonic Mobile Communications was a mobile device technology company that grew from a 88 person R&D center, to a 500+ person, international, multi-divisional technology development center.

- Built and managed all full life cycle recruiting activities for wireless R&D center in Atlanta with business units in Japan, Canada and the United Kingdom.
- Managed all strategic talent acquisition and human resource initiatives including; talent management, global vendor selection & management, employee relations, immigration, and workforce planning.
- Developed and managed the company's first on-line community to engage mobile developers utilizing Google and Yahoo Groups.
- Recruiting for U.S., Canada, Mexico, and South America (Republic of Panama & Brazil)
- Built the college recruiting & CO-OP Programs.
- Manager of all employee relations issues.
- Led the Immigration team responsible for 15% of our workforce
- Designed global expatriate program including; United States, Japan, China, Czech Republic and United Kingdom.
- Established College Recruiting & CO-OP Programs, focusing on engineering talent for a niche area of software and hardware.

Spherion (formerly AIM)
Executive Recruiter & Account Manager
(Contingency & retained search)

June 1996 – April 1999

- Ranked in the top 15% of AIM University new hire training program.
- Interviewed candidates, conducted cold calls, pre-screened all candidates and checked references in an independent setting with minimal supervision.
- Consultant to clients and candidates regarding career / company goals, salary expectations, relocation issues and job responsibilities.

- Recruited on a national basis for all levels of talent (junior engineer to executive management) talent in Engineering, R& D, Software, Hardware, RF, Marketing, Advertising, and other corporate roles.

Education

The University of Alabama

May 1996

Bachelors of Science in Business Administration

Concentration in Marketing with a minor in Public Relations

Awards and Activities Highlights

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| • Chairman for TMA’s Social Strategies Conference in Atlanta, GA | 2017 |
| • W3 Award “Best in Show” website design | 2016 |
| • Vega Digital Awards “Attract Human” website design | 2016 |
| • Gold Hermes Award for Creativity (Video) | 2016 |
| • Muse International Creative Award in Advertising (Video) | 2016 |
| • Chairman for TMA’s Social Strategies Conference in Dallas, TX | 2016 |
| • Speaker for TMA’s Social Recruiting Strategies Conference in NYC | 2015 |
| • Keynote Speaker at SourceCon “It’s Not Just Search String” | 2014 |
| • Keynote Presenter for Trabjando.com in Santiago, Chile | 2014 |
| • Speaker at SHRM-Atlanta Conference | 2012-2015 |
| • Board member and speaker at Strategic Recruitment Summit | 2012-2014 |
| • SHRM-Atlanta EVP of Marketing | 2013-2016 |
| • SHRM-Atlanta Presidential Volunteer Leadership Award | 2012-2014 |
| • Candidate Experience Award (CandE) from The Talent Board | 2012 |
| • SHRM-Atlanta Vice President of Social Media | 2010 - 2012 |
| • Social Media Manager for Atlanta Human Resource Prayer Breakfast | 2011-2013 |
| • Featured speaker on “Interview Techniques” at The University of Georgia | 2010 |
| • Featured contributor on WordPress.com blog | 2009 |
| • Turknett Executive Leadership Program | 2008 - 2010 |