



As president and founder of Talent Synchronicity, Susan develops talent strategy solutions through an integrated alignment with core business functions and processes. Susan weaves together technology, social media, branding, P & L experience, and alignment with business directives to create intrinsic value in strategic recruitment and talent initiatives. Through hands-on experience in organizations of various size and brand visibility, Susan has delivered successful solutions to develop integrated recruitment strategies, employment brand differentiation, workforce/talent planning, university recruitment strategies, recruitment team structure and processes, and recruitment leader development.

Susan is also a Senior Consultant with Global Learning Resources, Inc. and Executive Director for The Future of Talent - a community of senior talent leaders influencing the future of talent, founded in 2004 by Kevin Wheeler. Through an annual retreat, practitioners come together to design guiding forecasts and strategies in the areas of talent acquisition, branding, knowledge management, employee development, and leadership.

Previously, Susan was Worldwide Talent Acquisition Leader with Waggener Edstrom Worldwide, the second largest privately held PR firm. Susan was responsible for leading and developing a global talent attraction and acquisition function, a workforce planning model, and Agency Executive Board guidance. Enabling success in these areas further enhanced the essential relationship between business and talent to advantage this leading strategic communications agency in time-to-fill and talent planning methodologies.

Prior to Waggener Edstrom, Susan was Operating Vice President of Employment Initiatives and College Relations for Federated Department Stores (Macy's Inc). Her contributions included selection, development, deployment and utilization of recruitment technologies, employment brand development, SEO, marketing, change management, and talent-centric initiatives to further educate and align key constituents. Susan established a platform for continued growth and expansion of talent attraction and acquisition strategies through her leadership in creating the Recruitment Leaders Conference and developing the company's employment platform Retailology.com, which included macysJOBS.com and bloomingdalesJOBS.com, among others. Through Susan's leadership contribution to Federated's college relations program the company was recognized by Business Week as one of the Top 50 employers for new college graduates.

Consulting services include:

- ☑ Integrated Recruitment and Talent Management Strategy Development
- ☑ Employment Brand Differentiation
- ☑ Social Media Strategy
- ☑ Recruitment Leader Development
- ☑ Workforce/Talent Planning
- ☑ University Recruitment and Relations Strategy
- ☑ Recruitment Team Structure and Processes

Recommendations can be found on Susan's [LinkedIn Profile](#)