

# **Brandt Handley**

**Managing Director at Resource Options International, Inc.**

Santa Barbara, CA, US

"The War for Talent" is Real: Hiring and Retaining Top Talent in Tough Economic Times

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## **Biography**

Brandt Handley has more than 15 years of experience in senior level general management, recruiting top executive talent and international marketing & sales roles with leading Fortune 100 companies. He has held director, vice president and executive level positions with The Procter & Gamble Company and The Walt Disney Company in EMEA, the Middle East, the Americas and Asia Pacific regions. Handley is credited with developing start up operations into successful multimillion-dollar businesses; recruiting top management talent; creating and managing multiple-country sales teams and marketing groups; negotiating third party partnerships, strategic alliances, licensing agreements and government contracts; and designing and implementing fundraising and sponsorship programs. He is an accomplished operational and general management executive. Handley has focused on executive search recruiting, international marketing consulting, and business and organizational development since 2000. He assists companies in the restaurant, B2B, entertainment, IT, media, insurance and consumer products industries with talent identification & acquisition, business development, team building, marketing & sales strategy, fundraising and equity investments. Corporately, Handley spent three years with Somera Communications, a B2B global provider of telecom infrastructure equipment, as their Vice President, International Sales and Chief Marketing Officer. Before that he was with The Walt Disney Company for nine years. As a vice president there, Handley ran the Millennium Initiative and retail operations at the Epcot theme park as well as established Disney's Entertainment Projects start up office in Singapore representing the Asia Pacific region. He raised over \$25 million in sponsorship support at Disney. Prior to that he founded Disney's consumer product licensing operations out of Singapore with five offices he opened and operated in Southeast Asia. He built a \$500 million business from a start-up working with over 1,000 manufacturing licensees during his tenure there. Prior to Disney, Handley spent eight years with The Procter & Gamble Company in international sales and marketing management with increasing levels of responsibility. His last position was as Marketing Director for Singapore and Malaysia, based in Singapore. Prior to that, Handley held several sales, brand and marketing management roles at P&G based in the USA, Europe and the Middle East.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Executive Search, Corporate Leadership

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## **Areas of Expertise**

Employee Interview Questions, The Impact of Social Media On New Employee Reference Checking, Succession Mysteries Resolved

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## **Sample Talks**

### **The "War for Talent" is Real ? How to Hire and Retain Quality Executives**

How to hire and retain top performing talent in today's job market. High unemployment rates doesn't make hiring easy; attracting and retaining quality talent is more difficult than ever. This topic will include: ? Do Job Boards really attract top talent? ? What tools are available beyond classic interviews and reference checks? ? How to ensure newly hired employee's productivity?????????? A "How To Guide" for finding and keeping "A" players in an entertaining and informative 45 minute talk.

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## **Event Appearances**

**The "War for Talent" is Real ? How to Hire and Retain Quality Executives**  
MAP Webinar

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## **Education**

**Wharton School of Business, University of Pennsylvania**  
Certificate of Completion Advanced Management Program

**University of Oregon**  
Bachelor of Arts (Honors) International Business

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