

Todd Wheatland

at Kelly Services

Paris, , FR

Todd Wheatland - VP Thought Leadership & Marketing at Kelly Services

Todd Wheatland is VP, Thought Leadership & Marketing at Fortune 500® workforce solutions company Kelly Services, and is a recognized authority on workforce issues, branding and social media. Todd is a frequent speaker at events in the United States, Europe, and Asia-Pacific, including Recruitment Strategies, ONREC, Content Marketing World, eConsultancy's FUNNEL, Content Marketing Strategies, and the B2B Marketing Forum. He is also a regular contributor to and information source for publications including HRO Today, Social Media Today, Mashable, Chief Content Officer Magazine, DemandGen Report, and B2B Magazine. A 15-year career marketer, his projects have been recognized by the Australian Marketing Institute (AMI) national marketing award, the Killer Content Awards, as well as gold and platinum MarCom awards. Todd was named a Marketer to Watch in 2012 by The Content Marketeer, and is a strategic contributor to the Corporate Executive Board's Marketing Leadership Council. He is also co-host of the breakout YouTube marketing show, Unsolicited Advice. Australian by birth, Todd lives with his family in Paris, France.

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Social Media, Human Resources, Advertising/Marketing

Employer Branding, Hr Outsourcing

Human Resources Outsourcing Association

Employer Branding is Total Waste of Time

Customer and Employee feedback is increasingly instantaneous and public. Companies are still stuck trying to tell a story the way they think it should be told - but the world doesn't work that way anymore. Transparency is the new black. Any gap between an organization's publicly-stated values and the reality is increasingly likely to create brand problems for the company. The solution is not more of the same - it's a total re-think of the nature of employer branding.

Employer Branding - track leader

#tru Budapest - the Recruiting Unconference

Employer Branding - An Alternate Approach

The ONREC Gravity Conference

Employer Branding - An Alternate Approach

The Scandinavian Recruitment Conference

A Case Study in Content Marketing

The B2B Marketing Forum

Turning a Large Organization into a Content Marketing Machine
Content Marketing World 2011

University of Western Australia
Bachelor of Commerce Economics & Marketing

Killer Content Awards

Winner of DemandGen Report's inaugural awards for outstanding marketing content.

Marketers to Watch 2012

Named on the Content Marketeer's listing of the 50 Marketers to Watch in 2012.

<http://marketeer.kapost.com/2012/02/the-content-marketeer-50-marketers-to-watch-in-2012/>

National Marketing Award

The Australian Marketing Institute's NSW award for the publication HRmanager.

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)