

Victor Assad

CEO at Victor Assad Strategic HR Consulting

Scottsdale, AZ, US

I consult, speak, and write about improving recruiting, HR operations, leaders, teams, and cultures. My new book is, "Hack Recruiting."

Victor Assad is the author of "Hack Recruiting" and an innovative and strategic global human resources executive who has led HR in fast-growth, billion-dollar divisions of Honeywell (Space Systems and Satellite Systems) and Medtronic (Microelectronic Center and Coronary and Peripheral). Over the past four years, he has consulted with large companies and start-ups in semiconductors, software, medical devices, health care, real estate management, and manufacturing. He advocates, speaks, and writes about building HR capabilities and developing excellent leaders, teams, and cultures.

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

Computer Hardware, Information Technology and Services, Mining and Metals, Retail, Manufacturing, Real Estate Services, Medical Devices, Human Resources, Biotechnology, Aerospace, Health Care - Providers, Semiconductors, Energy, Computer Software

Executive Search, Recruiting and Hiring, Executive Coaching, Strategy Execution, Human Resource, Talent Strategy, Learning & Development, Leadership, Performance Management, Coaching, Compensation & Employee Benefits, Global Strategy, Mergers & Acquisitions, Organization Design, Business Transformation, Digital Technology, Innovation & Change Management

Society of Human Resources Management, HR Strategy Forum, San Francisco, Executive Board member and Chair of Human Resources Committee, United Way of the Wine Country, Sonoma County, CA, Board Member Santa Rosa Chamber of Commerce, Santa Rosa, CA, Executive Committee, American Heart Association of the North Bay, Santa Rosa, CA, Former Chairman of the Board, HandsOn Phoenix, Phoenix, AZ

Hack Recruiting: You Won't Recognize Recruiting in the 2020s

Recruiters and human resources now have the same tools available to them that have been available for years to marketing leaders: chatbots, machine learning, artificial intelligence, and soon blockchain. HR leaders can transform HR and make it more strategic and analytical, and an essential partner for driving profitable growth in companies. HR leaders can build an employer brand just as effectively as marketing leaders build a company's customer brand. It is time to put these digital tools to use. But technology is not a silver bullet by itself. HR organizations need also to lean out their recruiting operations, use the best interviewing techniques and assessments, measure their progress, and deliver the applicant and employee experiences that live up to their employer brands. It is time to start hacking!

The No. 1 non-pay employee benefit that improves your productivity and cuts costs.

Whether called telecommuting, remote work, or mobile work, flexible work arrangements are the number 1 non-pay benefit for today's workforce. They are equally beneficial for companies because they create a more engaged, loyal and productive workforce, cost savings of up to \$10k per employee, and reductions from carbon emissions. Flexible work arrangements solve the problem of attracting and retaining great employees in our tight talent economy and improving productivity and employee engagement. Flexible work arrangements, as well as open office design, have been hot topics for articles and blogs, especially over the past four years. Passions are high on both sides of the discussion. Unfortunately, the debaters often miss the point. It is not one vs. the other. Rather, it is a customized approach, where every company creates the flexible work arrangements and office design that best fits its culture and business strategies. Attendees will learn the criteria that make jobs ideal for flex-work, and the workplace norms, digital technology, and office designs to put in place to maximize flexible-work. A successful case study will be shared, which enabled a company to move out of two buildings, save over \$1.2M a year in real estate costs, and improve employee recruiting, productivity, and engagement.

Learn the traits of highly innovative companies and how they drive profitable growth!

Executive teams face continual change, the challenge of digitizing their operations, and disruptive competition from outside their industries. They find that their own innovative solutions for new products, services, and business models are lacking. As a result, their financial projects for profitable growth are below stakeholder expectations. Executive teams will learn the traits of companies who have mastered ongoing innovative while also maintaining outstanding financial performance. More critically, they will learn approaches they can implement to improve their ability to change, innovate, and grow profitably.

The Good, The Bad, and The Ugly of Fixing Performance Management SHRM Northern California

Succession Planning: Developing and Retaining Your Best AscentisHR Webinar

Signposts of Innovation: Best When Viewed Holistically and Implemented through Collaborative Cultures The Conference Board's 5th Innovation Master Class

Six Winning Traits of Highly Innovative Companies Silicon Valley OD Network

The Good, The Bad, and The Ugly of Fixing Performance Management Society of Human Resources for Greater Phoenix

Break the Boxes, Bridge the Pieces DisruptHR

Seven Mistakes Companies Make with Talent Strategy
Webinar on AscentisHR

Six Mistakes Companies Make While Trying to Improve Innovation
Webinar on AscentisHR

Do you believe innovation can be inspired, measured and managed? We do. And we have the empirical evidence to prove it! Workshop with Dr. Brooke Dobni and Victor Assad
International Society of Professional Innovation Managers 2017

The Good, The Bad, and The Ugly of Fixing Performance Management
Webinar with AscentisHR

Creating a Dynamic Employee Experience: The New Model for Talent Management
Webinar on LTEN (Life Sciences and Training Network)

Innovate or Die: Measuring-Managing Innovative Cultures for Sustainable Competitiveness
International Society of Professional Innovation Managers 2016

Six Traits of Highly Innovative Organizations and Human Resources Role in Fostering Innovation
LEARN Field Trip

Strategic Thinking in the HR Paradigm
NCHRA HR Business Leader Series

Win-Win Conversations for Optimal Outcomes
NCHRA HR Business Leaders Series

Strategic Thinking: Conquering the Traditional HR Paradigms to Enable Business Results
Sutter Health HR Retreat

Facilitating Executive Level Meetings
NCHRA HR Business Leader Series

Win-Win Conversations for Optimal Outcomes
NCHRA HR Business Leader Series

Creating and Delivering on the ROI of Talent Acquisition and Selection
NCHRA Talent Acquisition and Selection Conference

Strategic Thinking in the HR Paradigm
NCHRA HR Business Leader Series

Facilitating Executive Level Meetings
NCHRA HR Business Leader Series

?Talent Strategies to Support Cultures of Innovation. Stanford Park Hotel, Menlo Park, CA.
Bay Area HR Executive Council

?Ten Talent Strategies to Support Innovation"

?Toward Better Innovation Metrics for Business.? Sponsored by The Conference Board and hosted by Xerox PARC.

?It Is Time to Face the Truth About Employee Engagement?

DisruptHR San Francisco Bay Area

University of Minnesota, Minneapolis

Master of Arts Industrial Relations

St. John's University, St. Cloud, MN

Bachelor of Arts History

Improving recruiting

Turnaround recruiting for a medical device provider that cut recruiting cycle time by 33% and costs per hire by 50%, enabling the hiring of R&D and manufacturing employees.

Flexible work place implementation

Designed and implemented a flexible workplace environment. Led to annual saving of \$1.2M, raised productivity 22% and improved management's ability to attract and retain millennials.

Merger and Acquisition

Led the human resources due diligence and acquisition of the German and Italian medical device firm Invatec. The 12-country acquisition conversion included payroll, compensation, stock, key employee retention, benefits, legal review and compliance, recruiting, performance management and learning.

HR Technology

Member of Cardiac Rhythm Disease Management Strategic Team selected and implemented new global payroll, benefits and talent management system. Selected and implemented Workday.

Improving Recruiting

Cut recruiting cycle time by 50% and costs per hire by 25% and hired over 650 medical device employees in 18 months, enabling R&D development and improved sales.

Improving Organization Performance

Implementing a multi-year strategic initiative to improve the organization's cost cutting and innovation through strategic communications, an organization-wide gain sharing program, chartering department-by-department project teams, and monthly reviews. The outcome was improved one time performance and improved employee morale and financial performance.

Julia Martensen

[Hack Recruiting] is a brilliant piece of work. A must-read for those of us in global corporations, or companies of any size really, that seek to act NOW.

Angela Hood

Victor Assad uncovers longstanding empirical research from I/O psychologists on how to best match job candidates to jobs and the best of today's digital technology. He sees a world (that is emerging today) in which AI ontologies (which are identifying information and relationships about today's global and diverse workforces) will make significant improvements for matching candidates to jobs while reducing recruiting cycle times, costs and selection biases. Victor points out that HR now has the digital tools it needs to dramatically transform recruiting and the role of the recruiter. HR can now build strategic talent pools, improve the employee experience, and digitally collect insightful analytics that will open up a new era of understanding on what truly drives employee performance and innovation.

Sandeep Purwar

Praise for "Hack Recruiting" - Must read book if you are a recruiter or talent acquisition head. It goes over best practices and hacks each step of recruiting.

Bill Schiemann, Principal

?Hack Recruiting is an essential read for anyone hiring employees or gig workers today?from employer branding to technology to recruiting processes, it offers fresh thinking based on research and years of experience. Victor Assad is a rare author who understands that strategy and metrics drive successful recruiting in a world of intense competition for talent?many kudos to Assad for Hack Recruiting.?

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