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October 1st 2014: Developing an Employment Brand

Have you ever thought about how to brand your organization to attract the caliber of employees you want to hire? Do you know where future employees are looking for you or what they're finding there? Just as significant as branding your commercial product and/or services to attract your consumers, it's become equally important to have a clearly defined Employment Brand to resonate with the Job Seekers you want to find. David Allen, President and CEO of Snelling, a Dallas based talent management firm with over 60 years of success in the people business, explores the "New Normal" of the market pl

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Featured Guest



David Allen

As the President and CEO of Snelling, David Allen is responsible for all of the company's strategic and operational initiatives throughout over 100 offices nationwide.

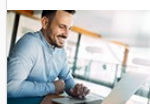
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