

# GUS FORD

Mobile: 214.629.2392 Email: gus.ford2@gmail.com

## EDUCATION

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Texas A&M University – Commerce, TX  
Bachelor of Science, Business Management & Marketing

## CORE COMPETENCIES

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- Talent Acquisition and Employer Brand SME
- Candidate Experience Optimization
- Executive planning & strategic development
- Skilled in product launch & campaign development and measurement
- Proficient PC skills (Marketing Automation Platforms, Salesforce CRM, JIRA, Adobe AEM)
- Developing programs and strategy with high ROI
- Digital marketing and communications planning
- TA, talent development & building teams
- Website analytics (Google Analytics, Adobe)
- Effective project manager & group facilitator
- Brand and organizational storytelling expert
- Marketing strategy & engagement acceleration

## PROFESSIONAL EXPERIENCE

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As a leader of Talent Acquisition and Digital Marketing teams with global impact, I learned to expand my technical and strategic skills to execute large scale programs that engage top talent to meet organizational priorities, increase lead generation and drive impactful KPIs. To complete successful projects, I led teams comprised of HR/TA leaders, consultants, marketers, recruiters and analysts in an Agile environment to build, maintain and optimize recruiting strategy and programs to serve and grow high quality candidate pools and develop CRMs. Some of my notable projects include:

- Global business transformation – As the digital marketing leader for the Global Talent Acquisition org, I led an initiative to introduce a digital-first and virtual recruitment marketing strategy that included onboarding a new technology vendor, developing new careers website, and change management rollout. This resulted in 10,000+ new candidates within 90 days while travel and traditional sourcing efforts were eliminated during COVID-19 pandemic.
- Development of enhanced Employer Value Propositions – at two global organizations, lead cross-functional teams on new EVPs from ideation to delivery, including internal capability building to external content development and campaigns (paid and organic) across web, social, video, and email.
- Process Improvements & Team Leadership – Overseeing a TA function through a successful transition from RPO/agency to an in-house TA model and global recruitment team. Drive implementation of streamlined processes, coaching new recruiters during transition, and developing new recruiting leaders.
- Event Design and Management – to attract top talent and expand our talent profiles, I organized teams to participate in events to educate, attract, and convert new and diverse pools of talent to meet our hiring goals. This includes in-person and virtual events for our recruiting teams. Curate content, marketing assets, and lead conversion tactics to grow our CRM and pipeline strategy. (NSBE, SHPE, Grace Hopper, target universities)

### Resideo Technologies

Global Leader, Talent Acquisition Strategy | 2023 - Present

Dallas, TX

- Direct global Talent Acquisition and new hire engagement strategy in a new in-house model for top talent.
- Drive change management and implement best practices for stronger, effective recruiting teams to meet hiring goals.
- Partner with DEI & Culture CoE to design programs, education, and Diverse Sourcing Strategies embedded into our end-to-end processes.
- Launched inaugural external employer brand campaigns to increase top-of-funnel demand and EVP activation efforts.
- Partner with TA Ops and People Analytics to optimize reporting suite for better insights on performance measurement.
- Spearheaded optimization efforts for key focus areas across sourcing strategy and selection processes.
- Effective stakeholder management with executive and senior leadership in HR CoE, Marketing, Legal and Operations.

### McKinsey & Company

Global Manager, Talent Acquisition – Marketing and Brand | 2021 – 2023

Dallas, TX

- Define and oversee integrated digital marketing, social media and internal communications strategy to enrich our employer brand and attract top tech talent for McKinsey Digital and QuantumBlack.

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- Lead cross functional teams to enhance engagement on priority channels including careers website, social, events & scaling our content development strategy for recruitment marketing.
- Own priorities and roadmap to drive execution towards hiring goals and lead highly productive remote teams.
- Active member of our Talent Attraction leadership team as well as our Tech Center of Excellence where we drive overall strategy, define priorities and support each other as we coach and develop our teams.
- Partnered with teams across TA, External Comms, Branding, and People Development to develop and roll out new global Employer Value Proposition, with supporting content and campaigns on internal and owned channels.
- Creative and dynamic brand storytelling expert in short and long form content across video, blogs, and social.
- Develop strategy and practical goals to increase adoption and utilization of employee advocacy/ambassadors.
- Constantly evaluate analytics from marketing programs and vendor QBRs to glean insights and determine ROI.

## TEXAS INSTRUMENTS

Digital Marketing Manager, Talent Acquisition | 2018 - 2021

Dallas, TX

- Oversee recruiting strategy for global the Talent Acquisition organization to attract qualified applicants across various channels, including campus teams, events, and virtual programs.
- Design and execute campaigns to drive engage top talent across all roles including engineers, technicians and high-volume positions.
- Employer Brand and Digital Marketing lead supporting multiple business units to drive strategy and execute programs aligned to key revenue goals and overall business growth.
- Coaching and development of high performing Campus (MBA & APD) and experienced professional recruiting teams.

## BLOOMBERG BNA

Web Marketing Manager | 2017 - 2018

Washington D.C.

- Product owner of marketing websites, focused on lead generation and increasing customer engagement.
- Developed and executed strategies for routine A/B testing using Adobe Target and Analytics for website and landing page optimizations. Increased leads to marketing funnel by 12% in first quarter.
- Lead UX and development teams on redesign projects for improved customer usability and SEO enhancements.
- Driver of change management to build stronger and more effective teams in our digital marketing function.

## FOREX CAPITAL MARKETS

Vice President Web Marketing | 2006 - 2017

Dallas, TX / New York, NY

- Executed data-driven direct marketing campaigns across multiple channels that increased revenues and enhanced customer experiences
- Owned marketing backlog and allocated developer resources across concurrent projects based on web team resources
- Managed marketing campaign calendar and web priority project charter to ensure milestones were met for timely campaign launches
- Developed a forum for cross-functional teams to collect feedback on how to improve end user marketing and digital strategy

## CERTIFICATIONS & LICENSES

- Scrum Fundamentals Certified
- DEI Certification - Parsons
- Digital Marketing Certification – Google
- Negotiation Mastery - Harvard Business School

## LEADERSHIP INVOLVEMENT

- McKinsey & Co. – Public speaker and faculty for trainings
- Turn Around Agenda – Tutor, Volunteer
- INROADS Dallas, TX – Mentor/Alum