

# MIODRAG SASA PERIN

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## EXECUTIVE SUMMARY

**TALENT MANAGEMENT & ACQUISITION | HUMAN RESOURCES | SOCIAL MEDIA | MARKETING | EMPLOYER BRANDING**

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Strategic Human Resources leader with 15+ years of international experience. Expert in Talent Management best practices ranging from acquisition and employer branding, to systems and social media. "Big Picture" Visionary with strong passion in "thinking outside the box" innovation, process optimization, people & project management. Fluent in Serbo-Croatian and Romanian. Conversational Spanish and Russian. Beginner French. Impeccable track record in helping organizations grow best practices and attracting, hiring, and retaining top talent.

## AREAS OF EXPERTISE

- Talent Acquisition Best Practices
  - HR Web Design Strategy
  - HR Mergers / Acquisitions
  - Performance Management
  - International Marketing
  - Product Strategy, Research & Development
  - Employment Branding
  - Strategic Talent Management
  - People & Project Management
  - HRIS / ATS / Onboarding Systems
  - Social Media / Web 2.0
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## PROFESSIONAL EXPERIENCE

**FOOT LOCKER, INC. – NEW YORK, NY**

### DIRECTOR, TALENT MANAGEMENT

**2012 –**

DEVELOP STRATEGIC TALENT MANAGEMENT FRAMEWORK WHICH ENABLES GLOBAL BEST PRACTICES WITH FOOT LOCKER'S STRATEGIC OBJECTIVES FOCUSED ON OUR INDUSTRY LEADING RETAIL TEAM. DEVELOP TALENT MANAGEMENT BEST PRACTICES TO SUPPORT STRATEGIC BUSINESS INITIATIVES AND GOALS. MANAGE EXECUTIVE DEVELOPMENT REVIEW PROCESS GLOBALLY. DEVELOP AND IMPLEMENT TALENT MANAGEMENT TECHNOLOGY THAT SUPPORTS OUR KEY TALENT MANAGEMENT PLAN. ANALYZE PROCESSES WITHIN THE TALENT MANAGEMENT FRAMEWORK AND PROPOSED RECOMMENDATIONS TO ADDRESS EFFICIENCIES AND IMPROVEMENTS.

### DIRECTOR, TALENT ACQUISITION

**2011 – 2012**

ALIGNED TALENT ACQUISITION GLOBAL BEST PRACTICES WITH FOOT LOCKER'S STRATEGIC OBJECTIVES FOCUSED ON OUR INDUSTRY LEADING RETAIL TEAM. IMPLEMENTED THREE YEAR ROADMAP TO DELIVER HIGH IMPACT IN KEY AREAS AFFECTING ATTRACTION, RECRUITING, ONBOARDING, AND RETENTION OF TALENT ACROSS THE FOOT LOCKER ORGANIZATION. INITIATED PARTNERSHIPS WITH MIXED MEDIA USAGE, BUILDING FASTER PIPELINES, AND DOUBLING CANDIDATES VISITING AND APPLYING FOR OPPORTUNITIES. ANALYZED PROCESSES WITHIN THE TALENT MANAGEMENT FRAMEWORK AND PROPOSED RECOMMENDATIONS TO ADDRESS EFFICIENCIES AND IMPROVEMENTS.

**BERTELSMANN, INC. – NEW YORK, NY**

**1996 – 2010**

### VICE PRESIDENT, BERTELSMANN HUMAN RESOURCES SERVICES NORTH AMERICA

**2010 – 2011**

Managed & grew global human resources technology, employment branding, and services strategy. Researched, benchmarked, and developed best-in-class trends. Set global Social Media & Employment Branding Content Strategy. Motivated international team, inspired innovation across product lines, implemented game-changing recruiting technologies, grew US HR Services Consulting business. Positioned Bertelsmann as Employer of Choice.

- Supported management for strategic human resources and talent management components in several Mergers/Acquisitions/Divestitures for key U.S. business division. Successfully integrated 3 companies to date into new organization.
- Grew self-financed internal Human Resources Shared Services and Corporate Human Resources Solutions center for North American companies resulting in multi-million dollar cost savings annually.
- Launched 6 global web sites, internal job board, and global online employee referral system in two languages, in 2 week period, with over 200 usability and technical innovations, accessible in 2 languages, available internally to all 103,000 employees in 60+ countries, and externally to 100,000+ visitors monthly. Raised employment brand awareness, improved image, increased candidate quality, promoted internal mobility, improved retention saved hundreds of thousands annually in recruiting cost, empowered Bertelsmann with best-in-class recruiting technology.
- Defined and managed social media employer branding/recruiting strategy, implementation into Web, Applicant Tracking, and Internet Portals for all Recruiting activities including integration with Corporate Annual Report. Grew social media fan base 400%, improved employment brand, increased brand awareness, improved company image.
- Managed customer relationships, marketing, technology, employment branding, and recruitment services, for 30+ US customers (internal and external entities). Grew account relationships, increased customer base, implemented strategies and campaigns, improved talent pipeline quality, company image, reduced process time by 50% for applicants and HR alike.
- Developed content strategy for global recruiting efforts for Corporate and Divisions; including video production, written content and copywriting, texts, brochures, advertising, photography, flash, and other formats; increasing candidate awareness, and growing traffic to all social media channels where posted (YouTube, Flickr, Facebook, Twitter, etc.)

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- Advised HR Leadership of multi-location client groups on talent management strategy, legal compliance (EEO/AAP), upgraded technical end reflecting legal updates, policy-procedure interpretation, technology, recruitment spending, and other HR issues. Ensured proactive system compliance at all times, established zero downtime for users.

**DIRECTOR , BERTELSMANN HUMAN RESOURCES SERVICES NORTH AMERICA**

**2003 – 2010**

**Grew Human Resources Services business and a startup in North America, introduced new technology framework, invested and enhanced global recruiting systems, rebranded major US business, launched new web sites, and grew strategic partnerships. Created and launched global Social Media Strategy for Recruiting and Employment Branding. Managed global HR Applicant System for 300+ companies, 600+ users, 200+ locations and 8 languages.**

- Implemented North American Talent Management System (ETWEb 10.2) across multiple divisions, countries, and states for approximately 800+ users, converting from paper based to complete online process.
- Launched start-up focused on selling home-grown applicant tracking system to external market; break even in 12 months, second year profits reinvested in Bertelsmann technologies ([www.berecruiter.com](http://www.berecruiter.com)).
- Designed and implemented global recruiting infrastructure with investments of over 1.5 Million Euros over 5 years. Built system capable of efficiently and cost effectively managing and rolling-out recruiting, crm, and on boarding for talent across decentralized global recruiting teams. Centralized a decentralized process achieving financial savings, and increasing quality significantly.
- Benchmarked best in class employment branding, HR technologies, processes, systems and tools; recommended effective strategies to grow, improve, and optimize processes in HR across global recruiting and hr teams in multiple non-related industries. Effectively managed proactive legal compliance for all Bertelsmann recruitment systems, ensuring competitive and future-oriented systems and tools at all times.
- Grew competitive roadmap for 40+ web properties, including worldwide internal job board, web site enhancements, content, functionalities, marketing/PPC campaigns, technology upgrades, and various project management support.
- Developed and launched international products & services strategy (including , online global employee referral programs, social networking, and background checking services) and enforced multi-year product roadmap across various products, markets & languages, trained global team in new products and services, ensuring strategic vision was kept.
- Headed Marketing Department on special 3 year Assignment, managing marketing services department for arvato digital services, advised CEO and Head of sales on internal, B2B, B2C and SEM, web, marketing collateral, events, PPC marketing campaigns and strategies, grew customer relationships and ensured sales has optimal marketing support to drive business.
- Managed Rebranding of 14+ office facilities across US, Canada, and Mexico for primary arvato Division in North America in 6 months remotely, within budget of \$80,000 and no travel costs.

**SENIOR MANAGER, BERTELSMANN RECRUITING SERVICES NORTH AMERICA**

**2002 – 2003**

**Launched flagship careers web site, implemented time saving partnerships, grew US customer base and services, and launched global HR online community. Established HR Marketing activities across organization.**

**MANAGER, BERTELSMANN TALENT SERVICES**

**2001 – 2002**

**Localized, enhanced, and launched Bertelsmann global Applicant tracking system to decentralized US customer base. Acted as HR Business Partner to grow, improve, and optimize Recruiting activities across organization. Managed routine BPO RFP's, and Requirements Gathering sessions with Clients. Established customer base.**

**CORPORATE HUMAN RESOURCES SPECIALIST**

**1996 – 2001**

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**EDUCATION & CERTIFICATIONS**

**MBA - MASTER OF BUSINESS ADMINISTRATION, BINGHAMTON UNIVERSITY SCHOOL OF MANAGEMENT, NEW YORK, NY**

**BA - BACHELOR OF BUSINESS ADMINISTRATION, PACE UNIVERSITY LUBIN SCHOOL OF BUSINESS, NEW YORK, NY**

**PROJECT MANAGEMENT CERTIFICATE, NEW YORK UNIVERSITY SCPS, NEW YORK, NY**

**LEADERSHIP TRAINING MODULES 1 AND 2, BERTELSMANN UNIVERSITY, NEW YORK, NY**

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**ARTICLES & AWARDS**

ERE: <http://tinyurl.com/EREBertelsmann> • Wall Street Journal: <http://tinyurl.com/WSJBertelsmann>

E-Fellows Portal (in German): <http://www.e-fellows.net/show/detail.php/17625>

Potential Park: Top US and European Corporate Careers Web Site US 2008, 2009 <http://tinyurl.com/PotPark2009>

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**TECHNOLOGY**

Software: Windows OS 7 and Earlier, Mac OS X and Earlier, Photoshop CS4, Acrobat, MS Office 10, HTML  
Social Media/Web 2.0: Facebook Applications, Twitter customization and API, Wordpress, Blogger, Mashups

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**Below are some live examples of my personal social networks, as well as live examples of social media and web that I was directly responsible for.**

### **Networking & Social Media**

LinkedIn: [www.linkedin.com/in/miodragperin](http://www.linkedin.com/in/miodragperin)

XING: [www.xing.com/profile/Miodrag\\_Perin](http://www.xing.com/profile/Miodrag_Perin)

Twitter Page: [www.twitter.com/miodragperin](http://www.twitter.com/miodragperin)

Personal Web Site: [www.miodragperin.com](http://www.miodragperin.com)

Startup I'm building as a side project: [www.kanektme.com](http://www.kanektme.com)

Other profiles can also be found on Google profile, Plaxo, and other professional online directories.

### **Notable Mentions**

ERE: <http://tinyurl.com/EREBertelsmann>

Wall Street Journal: <http://tinyurl.com/WSJBertelsmann>

E-Fellows Portal (in German): <http://www.e-fellows.net/show/detail.php/17625>

### **YouTube Interviews/Testimonials**

Miodrag Testimonial: <http://youtu.be/gRBPdspq7Fo>

HR Services Team: <http://youtu.be/tLh6gwerLU?hd=L>

Milch und Zucker: <http://youtu.be/AfodLHbDH8o>

HCI (transparency): <http://youtu.be/3MMUBrCyETo>

HCI (usability): <http://youtu.be/V8adRkDHJMc>

### **Live Examples of Work**

#### **Bertelsmann Global Careers Web Site**

[www.createyourowncareer.com](http://www.createyourowncareer.com) (.de as well)

<http://socialnet.createyourowncareer.com> (.de as well)

#### **Online Self-Assessment**

<http://createyourowncareer.com/Working-at-Bertelsmann/Virtual-Tour.html>

#### **Bertelsmann Global Internal Job Board**

<http://internal.createyourowncareer.com>

#### **Annual Employer Branding Event – Talent Meets Bertelsmann**

[www.talentmeetsbertelsmann.de](http://www.talentmeetsbertelsmann.de)

#### **Bertelsmann Employer Branding using Social Media (some examples)**

[www.twitter.com/bertelsmanncyoc](http://www.twitter.com/bertelsmanncyoc)

[www.facebook.com/createyourowncareer](http://www.facebook.com/createyourowncareer)

[www.youtube.com/bertelsmanncareers](http://www.youtube.com/bertelsmanncareers)

[www.linkedin.com/groups?home=&gid=52863](http://www.linkedin.com/groups?home=&gid=52863)

[www.cyocwidget.com](http://www.cyocwidget.com)

#### **Other Career & Recruiting Web Sites**

<http://careers.randomhouse.com>