

Branding & Marketing: Strategies for Global Talent Acquisition in Today's Digital Media Productions Market

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CCS CONCEPTS

• **Social and professional topics** → **Project staffing; Employment issues**; • **Applied computing** → **Marketing**.

KEYWORDS

Global Talent Acquisition, Job Searching, Branding, Marketing

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1 INTRODUCTION

Whether you're an individual or a company, getting noticed in today's highly competitive digital media production marketplace presents numerous challenges. There is an increased reliance on effective branding strategies and marketing techniques to cut through the clutter. The panel discussion will touch on multiple issues surrounding branding and marketing for individuals and companies, highlighting unique and shared challenges.

The panel will be moderated by global talent acquisition strategist Stan Szymanski (StanleyVision, Technicolor Production Services, Sony Pictures Imageworks, Digital Domain.) The panel is a curated mix of talent acquisition leaders, production executives and marketing experts. Talent acquisition panelists represent visual effects, animation, games and immersive media. The branding and marketing panelists represent branding, marketing strategists, human resources, outplacement services, change management and marketing education.

Topics of discussion will touch on multiple issues surrounding branding and marketing for individuals and companies, highlighting unique and shared challenges including:

- How to create an effective brand
- What are the best ways to market your brand
- Applying traditional marketing techniques to the job search with an emphasis on entry level and outplacement candidates
- Getting noticed
- How do companies attract top creative, technical and management talent in a very competitive market

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The panel will provide real world examples and offer useful techniques for navigating an increasingly dense employment market. They will address matters of the growing global emphasis for many digital media production and postproduction companies.

The goals are to provide job seekers a deeper understanding of traditional branding and marketing techniques to support your career growth. For educators, the information can assist and support career services professionals, faculty and student recruitment. And for companies, understanding the reality of candidate experience and staffing competition will assist and support global recruiting efforts.

2 MODERATOR

Stan Szymanski is President and Resource Strategist for StanleyVision, a leading consulting, recruiting and resource management company with a global client base and extensive candidate network. Clients include PlayStation, Riot Games, Sony Imageworks, Sony Interactive Entertainment, Weta Digital, Method, Technicolor, The Moving Picture Company and more. Prior to founding StanleyVision in 2010, he was Senior Vice President of Creative Resources and Digital Production at Sony Pictures Imageworks where he supervised the growth of the studio for 14 years.

3 PANELISTS

Kerry Shea is Head of Studio for MPC Film where she oversees business development, visual development and the emerging technology sectors for the world's largest visual effects studio. She is actively involved in recruiting top tier talent for the studio and is integral in marketing MPC Film's work and new technology to candidates and companies. Prior to joining MPC, Kerry was Head of Studio for Method/Encore in Vancouver and COO for The Third Floor, an industry leader in previsualization.

Kim Mackey is currently Head of Talent Acquisition and Development at Skydance Media where she brings her years of global talent acquisition experience to the growth and development of this rapidly expanding digital media production company. Prior to joining Skydance, Kim was Global Head of Recruiting at Dreamworks Animation where she spearheaded numerous global staffing initiatives for the studio.

Dorothy Montgomery is currently Vice President, Senior Learning and Development Consultant at City National Bank. Prior to joining City National, Dorothy was a Learning and Development Business Partner/Sr Career Coach with Lee Hecht Harrison where she works with Fortune 500 companies on development initiatives and individual job seekers with employment searches and personal branding. A versatile human resources professional with a diverse

background leading and executing business strategy across various disciplines, geographies and industries.

Brian Hemsworth is President and Chief Marketing Officer at Newman Grace where he oversees branding and marketing strategies for their client list which includes law firms, accounting firms, health/fitness manufacturers and other service provider. Brian is

also a top Executive Marketing Coach (EMC). As an EMC he consults with CEOs, entrepreneurs, board of directors, and other executives on strategic marketing and brand strategies. Brian's skills and experience covers brand creation and development, strategic planning, market analysis, marketing turnarounds, competitive strategies and creative marketing communications.