



2017 US Avature User Conference

📅 March 28-31

📍 The Ritz Carlton, San Francisco

Strategic HR in Action: Learn from HR leaders on how they are bringing innovation into their organizations and shaping the industry's latest trends to attract, engage, and retain talent.

Power User Track: Join our experts during these in-depth dynamic sessions on recruiting best practices and technical aspects of the Avature platform.



Tuesday, March 28

4.00 pm – 6.00 pm



Pre Conference Workshop Making Strategic HR Possible with Avature

[Dimitri Boylan](#), CEO, [Riges Younan](#), SVP APAC, and [David Pumpelly](#), VP Enterprise Talent Solutions, [Avature](#)

Join Avature global leaders for a deeper look into what strategic HR really is and how Avature enables engagement and service delivery to help organizations have a direct impact on their competitive position in the marketplace. During these two hours, they will cover topics such as candidate experience, employee engagement and the metrics that really matter to HR. The workshop will culminate in dissecting real world challenges, developing strategies to address them, and presenting the group findings.

6.00 pm – 8.00 pm



Pre Conference Cocktail Reception



Wednesday, March 29

6.00 am – 7.00 am



Fitness Activities

6.30 am – 8.00 am



Breakfast

8.00 am – 8.30 am



Keynote Opening Remarks

[Dimitri Boylan](#), CEO, [Avature](#)

8.30 am – 9.15 am



Strategic HR in Action Innovating with Avature ATS - VOL II: What's New at CBS

[Richard Monastersky](#), Vice President, Talent Acquisition, [CBS](#)

Back in 2014, CBS decided it was time to change their ATS. They approached Avature with a list of needs: a new recruiting solution that would enable them to leverage big data; master the candidate, recruiter and hiring manager experience; provide an outstanding recruiting service delivery throughout the organization, and ensure compliance. Join Richard as he takes us through the results of their 3yr Avature ATS journey, he will also be sharing some of the challenges they have experienced since he presented back in 2016, their current plans and roadmap for this coming year.



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Wednesday, March 29

9.15 am – 10.00 am



Strategic HR in Action

Mastering Talent Acquisition Transformation with Outstanding People and Partners

[Sebastian Hubert](#), Head of Strategic Projects Talent Acquisition, [Siemens](#)

Join Sebastian as he discusses technology disruption, new ways of working and the complexity of recruiting 30.000+ hires in over 80 countries every year. Discover ways to address transformation within your organization, while providing a consumer-level candidate experience that enables you to stay ahead of the game, and learn how next generation SaaS technology enables the Siemens TA transformation by placing engagement and service delivery at its core.

10.00 am – 10.30 am



Coffee Break

10.30 am – 11.15 pm



Strategic HR in Action

Transforming Global Talent Acquisition to Recruit in Style

[Marcella Coutto](#), International Talent Acquisition Project Manager, and [Edward Dias](#), Director, Recruitment Intelligence & Innovation, [L'Oreal](#)

11.15 am – 12.00 pm



Strategic HR in Action

Redefining the Role of ATS: Incorporating Career Fair Portals for a Streamlined & Paperless Hiring Process

[Kate Blue](#), Manager, Talent Acquisition Operations, and [Tessa Dolkas](#), Outreach Program Manager, [NuVasive](#)

Sometimes size doesn't matter. Learn firsthand from the team at NuVasive, a rapidly growing company, about how their team is leveraging Avature to do big things and improve their career fair and campus recruitment process. During the presentation, Kate and Tessa will share how they tailored the platform to fit their specific needs, transforming their clunky outreach process into a streamlined system, and providing real-time metrics and tracking. Paper resume collection and primitive tracking no more!

12.00 pm – 1.30 pm



Lunch



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Wednesday, March 29

1.30 pm – 2.15 pm



Strategic HR in Action

Doing a 180 on Avature - Re-launching an Original Avature Implementation

[Jill Miller](#), University Relations Lead Recruiter, and [Andrew Reber](#), Sr. Specialist – Talent Attraction, [Novo Nordisk](#)

As one of the first companies to purchase Avature CRM, Novo Nordisk has a lot of experience to share. Unfortunately, the original rollout process lacked widespread usage and adoption, and the Avature software gathered dust. Join Jill and Andrew as they highlight Novo Nordisk's transformational Avature journey. You'll discover how the organization unified its approach to talent attraction, as well as how practitioners created efficiencies by aligning their processes. Novo Nordisk's teams for university recruiting and experienced hires are now able to share data, collaborate on candidates, and build and nurture talent pools together.

Power User Track

Tips & Tricks from a Sourcing "Grandmaster"

[Jim Schnyder](#), Sr. Manager, Global Talent Pipeline Team, [PepsiCo](#)

Jim Schnyder, from the PepsiCo Talent Pipelines Team, two times winner of a global sourcing competition, and one of the greatest Avature Power Users, will demonstrate why Avature is his preferred sourcing tool. Join this session to learn Jim's favorite tips and tricks with workflows, tags, as well as strategic ways to use portals for unique candidate engagement and talent pipeline nurturing.

2.15 pm – 3.00 pm



Strategic HR in Action

The Metrics Trap: Identifying the Right Ones for Finding, Attracting, and Retaining Top Talent

[Bill Fowles](#), Talent Acquisition Manager, USA, [ABB](#)

In a world where ROI is becoming more and more important, how should companies measure their success? Is it the number of hires, time-to-fill, quality of candidates, number of high potentials in a talent pool? Join Bill for an in-depth discussion on what talent metrics are essential to succeed in attracting, engaging and retaining talent. With over 20+ years of experience in Talent Acquisition, Bill will share his insights on creating effective talent acquisition metrics, including what parameters and KPIs ABB developed to measure their own success with Avature.

Power User Track

Finding the Perfect Fit (And the Perfect Fit's Twin)

[Florencia Simino](#), Training Manager, and [Alejandro Pico](#), Director of Account Management, [Avature](#)

Pinpointing the perfect candidates just became easier. During this 45 minute session, you will learn how to use the power of searching in Avature to find the best fits for a specific position and compare their capabilities. Once you locate your best match in Avature, you will learn how to efficiently find other people records similar to those candidates.

3.00 pm – 3.30 pm



Coffee Break



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Wednesday, March 29

3.30 pm – 4.15 pm



Keynote

Empowering Your Field Managers with Avature In-Store: Providing the Means to Success in a Decentralized Recruiting Model

[Nina Jaksic](#), Product Marketing Specialist, In-store Recruiting, and [Chris Hogan](#), Retail Solutions, [Avature](#)

Power User Track

Everything You Always Wanted to Know About Lists (But Were Afraid to Ask)

[Florenca Simino](#), Training Manager, and [Alejandro Pico](#), Director of Account Management, [Avature](#)

Lists can make all of the difference in your search for talent. This session highlights methods for keeping lists handy, sharing them externally, and effectively utilizing columns. You will learn how to implement different filter criteria, as well as use lists as a way of searching for candidates. This session also covers how to screen candidates by doing a quick records review.

6.30 pm – 9.30 pm



Cocktails at the Exploratorium - A Night at the Museum



Thursday, March 30

6.00 am – 7.00 am



Fitness Activities

7.00 am – 8.30 am



Breakfast

8.30 am – 9.15 am



Strategic HR in Action

Walmart's Story on Rethinking TA & Executive Recruiting

[Silvana Soares](#), Sr. Director - Walmart Global Recruiting, [Walmart](#)

As one of the largest global employers with a presence in 28 countries, Walmart recruiting teams found it quite a challenge to create a global recruiting process and community. Join Silvana and learn how Walmart is leveraging Avature to boost their recruiting strategy by providing a more proactive, centralized and "global-friendly" approach to their talent acquisition initiatives, with a strong focus on streamlined collaboration and transparency.

Power User Track

Tactical Tips for a Winning Data Model (Vol I)

[Bárbara Engelen](#), Training Specialist, and [Magdalena Llavallol](#), Implementation Consultant, [Avature](#)

During this 45 minute session, we will discuss the elements that make a data model and the objectives the data model should achieve. We will also explore interactive scenarios that will help you learn to build a data model that suits your needs.



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Thursday, March 30

9.15 am – 10.00 am



Strategic HR in Action

An Epic Love Story: How to engage your team and see immediate ROI

[Maria Szychlinski](#), Corporate Recruiter, and [Molly Stiffler](#), Corporate Recruiter & Sourcing Lead, Team Lead Manager, [Epic](#)

Join Maria and Molly to learn what it means to truly invest in and engage with your Avature ATS/CRM. Epic - the Madison, WI based healthcare software company – took what they've learned over the years from working in the SaaS industry and applied it to their own ATS search, implementation, go-live and post-live structure. The result: 100% adoption rate across their team and self-proclaimed "true love" with Avature.

Power User Track

Tactical Tips for a Winning Data Model (Vol II)

[Bárbara Engelen](#), Training Specialist, and [Magdalena Llavallol](#), Implementation Consultant, [Avature](#)

During this session we will leverage the concepts already covered and take the learning a step further, showcasing examples of advanced data model configurations and interesting use cases. The session also includes time for questions on data models, as well as sharing insights with the group.

10.00 am – 10.30 am



Coffee Break

10.30 am – 11.15 am



Strategic HR in Action

Pipelining Ahead of Demand: Lessons Learned from Executing a New Global Model for Sourcing

[Scotty Morrison](#), Director of Global Sales & Services Talent Acquisition, [Autodesk](#)

Talent is about economics (supply vs demand), and fierce talent competition in many sectors is forcing companies like Autodesk to rethink their tactics for identifying, sourcing and engaging top talent. Learn how to enable your recruiters and sourcers to get ahead of the business by joining Scotty and discovering how Autodesk leveraged Avature CRM as the single source of candidate truth to deploy a global talent scout model focused on solving the problem that we hear every day "never enough pipeline". Hear stories from Scotty, a self-professed "practitioner and Talent Acquisition leader" about what went right, wrong and the evolution of Avature at Autodesk.

Power User Track

Workflows Master BootCamp

[Florencia Simino](#), Training Manager, and [Agustin Calabro](#), Solutions Consultant, [Avature](#)

A one-by-one walkthrough of all the workflow actions that can be configured in Avature, this session features working examples of how workflows can optimize time and resources in your processes.



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Thursday, March 30

11.15 am – 12.00 pm



Strategic HR in Action

Embracing Digital and Transforming Talent Management at Pontoon

[Annie Hammer](#), Global RPO Technology and Analytics Director, [Pontoon Solutions](#), and [Carolina Lewitan](#), Product Marketing Manager, Talent Management & ATS, [Avature](#)

Join Annie to explore how Pontoon is using Avature Talent Management solutions to align their people with the business strategy. During the session, Annie will walk us through how SaaS technology is influencing strategy and processes around their organization, as well as the key outcomes and benefits it provides when looking to streamline and improve their approach to talent management.

Power User Track

The Art of Reporting & Providing Visibility

[Svetlana Kozhina](#), Solutions Consultant, and [Jacklyn Giannitrapani](#), Adoption Specialist, [Avature](#)

Are you ready to take the leap into strategic reporting? During this 45 minute session, you will learn how to leverage the principle reporting features in order to provide increased visibility across your organization. The core of our presentation will focus on how to customize dashboards based on your unique target audience.

12.00 pm – 1.30 pm



Lunch

1.30 pm – 2.15 pm



Strategic HR in Action

Mastering Employee Engagement and Internal Mobility to Retain Top Talent

[Kacey Lorenson](#), Project Leader, Talent Acquisition Programs & Services, [Liberty Mutual](#)

A proactive approach to talent acquisition doesn't always need to be an outside-in activity. To stay ahead in the talent game, organizations such as Liberty Mutual Insurance are looking and developing from within in order to identify and retain top talent. Join Kacey to discover how Liberty Mutual implemented an assessment and data driven approach to internal career development and talent retention. During the session, Kacey will take us through the 'before & after' stages of the process, the results, lessons learned along the way and what's next on their agenda.

Power User Track

Smart Automation with Avature: Reduce Time Spent on Administrative Chores (Vol I)

[Carolina Donati](#), Adoption Team Manager, and [Gustavo Ariel Casazza](#), Solutions Consultant, [Avature](#)

During these two sessions, you will review tasks that are part of the recruiter's day-by-day work, explore sample configurations to use Avature, and discover how to make the most of your recruiters' time.



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Thursday, March 30

2.15 pm – 3.00 pm



Strategic HR in Action

Edward Jones - A Firm-Wide Expansion and Diversity Recruiting Initiatives

[Mirandah Thomas](#), Recruiting Leader & Strategic Projects – Home Office Talent Acquisition, [Edward Jones](#)

The Edward Jones - Avature journey is a one of a kind story. Since implementing their new platform, the number of users has significantly increased from 25 to 1800. 3 different business divisions have started to use the system each with their own candidates and customized processes - all managed from within the one platform. Join Mirandah as she takes us through the different stages of this journey, and how they specifically designed the system to reflect the company's HR & TA strategy. She will also share insights on how they have used the platform to support their diversity initiatives with a very particular approach - employee referrals.

Power User Track

Smart Automation with Avature: Reduce Time Spent on Administrative Chores (Vol II)

[Carolina Donati](#), Adoption Team Manager, and [Gustavo Ariel Casazza](#), Solutions Consultant, [Avature](#)

During these two sessions, you will review tasks that are part of the recruiter's day-by-day work, explore sample configurations to use Avature, and discover how to make the most of your recruiters' time

3.00 pm – 3.30 pm



Coffee Break

3.30 pm – 4.15 pm



Strategic HR in Action

Using the Power of Avature to Energize your Campus Events

[Lynsey Durham](#), HR Analyst, and [Kersten Metz](#), Recruiting Manager, Campus Programs, [Duke Energy](#)

Discover how Duke Energy, the largest electric power company in the United States, is using Avature Campus & Events Management to boost their recruiting initiatives. Lynsey and Kersten will walk us through the issues and challenges the Talent Acquisition team faced prior to the Avature implementation, the design and deployment of a new platform, and also the results and key takeaways of their journey.

4.15 pm – 5.00 pm



Keynote

Hello Recruitment...Meet Marketing!

[Lina Hölker](#), Sr. Product Marketing Specialist, CRM & Onboarding, and [Alex Bender](#), Implementation Consultant, [Avature](#)

Power User Track

Behind the Scenes of Avature Security Advancements

[Robert E. Griffith](#), Sr. VP of Data Centers and Security, [Avature](#)

The safety of your information is essential to us. Join us as we review important progress on the Avature applications, datacenters, and security features. During this session, you will learn about how we are working to keep your data secure and compliant with regulations. We will discuss our recent 2017 ISO certification, the new Avature Russian datacenter for 242-FZ compliance, and the 2017 Security Roadmap.

6.30 pm – 10.30 pm



City View Cocktail Party



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Friday, March 31

7.00 am – 8.30 am



Breakfast

8.30 am – 9.15 am



Strategic HR in Action

Optimizing High Volume Hiring for a More Agile and Engaging Candidate Experience

[Shanna Buxton](#), Talent Acquisition Manager, and [Jillian Parker](#), Program Manager, Talent Acquisition, [REI](#)

Maintaining a first class candidate experience when recruiting for high-volume retail positions is tough. Challenges experienced during 2016, spurred REI to take their recruiting tactics to the next level. By leveraging Avature, REI were able to provide a highly optimized and automated hiring solution to the business that enabled them to deliver a more agile and engaging candidate experience. Join Shanna and Jillian to discover the REI talent acquisition strategy, the automation tools that helped them to reduce time spent by store managers on recruiting, the landing pages they created to attract talent for hard-to-fill positions, and the knock out questions they used to build highly qualified talent pools.

9.15 am – 10.00 am



Strategic HR in Action

CRM Rollout: Providence's Tips & Tricks for Successful Adoption

[Lisa Kaley](#), Operations, [Brandon Byars](#), Training Consultant, Physician Services & Development, and [Jillian Toda](#), Marketing Outreach Coordinator, [Providence Health & Services](#)

Along its Avature CRM journey, Providence St. Joseph Health has prioritized preparedness. And with good reason: the not-for-profit health system contains various brands, different operational models, and distinct hiring needs. Providence partnered with Avature to plan the process from idea to implementation. Join Brandon, Lisa, and Jillian as they walk through the steps along the way, including the lessons they learned and the creative solutions they discovered. The Providence team will also explain what they did post-implementation to help ensure a successful adoption.

10.00 am – 10.30 am



Coffee Break

10.30 am – 11.15 am



Keynote

All About Avature Mobile Apps

[Florencia Maurizi](#), VP Consulting and [Carolina Lewitan](#), Product Marketing Manager, Talent Management & ATS, [Avature](#)



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Friday, March 31

11.15 am – 12.15 pm



Keynote
Introducing Avature 7

[Dimitri Boylan](#), CEO, and [Agustin Donati](#), Director of Product Marketing, [Avature](#)

12.15 pm – 12.40 pm



Keynote
Closing Remarks

[Dimitri Boylan](#), CEO, [Avature](#)

1.00 pm – 4.30 pm



Avature Specialist Certification - *Registration Required*

Dive deep into structuring and storing data in Avature, field types, and properties. This sessions explores workflows as a core configuration piece for automation, optimization, reporting, and compliance. You will gain understanding of common error messages and learn how to navigate the platform seamlessly.

Please note the Conference agenda is subject to change without notice.