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Key takeaways from Engage Boston Day 1

Tech talks

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Tech talk: Bullhorn Healthcare Key takeaways

Jason Niad

VP, Product Healthcare

Kelly Ann McGrath

VP, Customer Success

End-to-end credentialing

Bullhorn offers a comprehensive credentialing solution to clear providers to work on time while maintaining compliance for your internal teams, providers, and clients.

Speed to market for VMS/MSP

Bullhorn has invested in solutions to increase speed to market to win more VMS/MSP business with a major focus on Bullhorn VMS Sync. We've enhanced VMS Sync Jobs functionality and invested in new VMS Submittals integrations.

Maximizing your ROI

Strong user adoption will increase productivity. Enable your teams to understand the why, showcase how solution use solves problems, and reward compliance. Bullhorn is here to support and guide you along the way!

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Tech talk: Bullhorn solutions on Salesforce

Jonathan Novich
SVP, Product, Salesforce

Joshua Pines
VP, Product Marketing

Deep investments into our Salesforce solutions

Focus on sector-specific functionality

Laying the foundation for innovation

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Tech talk: Building a tech stack that drives results

Chislon Richardson
Solution Consulting Manager, Bullhorn

Staffing is undergoing a tremendous digital transformation across multiple technologies, you're not too late!

Building a tech stack requires a unique form of change management. Use the tech stack blueprint to ensure success no matter the size of your project.

Take advantage of the Bullhorn ecosystem which includes pre-vetted Marketplace Partners

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Tech talk: Bullhorn Analytics

Key takeaways

Empower *all* of your users with data — make Analytics available to your entire organization.

Data is the foundation for improving return on *effort*.

Data is essential for leveraging the power of AI. Without a data strategy, you don't have an AI strategy!

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Tech talk: Bullhorn Automation
Key takeaways

Jason Heilman

Senior Vice President, Product, Automation and AI

By adopting Automation, you've already taken one of the most important steps in the journey to realizing value in AI. The more mature your automation practice is, the faster you can start to embed AI into your core business processes. Now is the perfect time to look for more ways your business can benefit from Automation.

Mandy Figueroa

Senior Product Manager, Automation

The recruiting lifecycle is universal, but every customer approaches it differently. That is why this year, we're focused on making features more flexible to meet your evolving needs out of the box. From enhancing AI matching, to supporting more record types and fields, we're committed to helping you automate more aspects of your business.

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Tech talk: Pay & Bill with Bullhorn One
Key takeaways

Time & Labor embeds Time Evaluation & Management functionality directly into the Bullhorn One platform. It is available now to Bullhorn One clients and is foundational to upcoming feature work. If interested, discuss Time & Labor with your account manager for more information.

Transform your Pay & Bill operations by integrating Analytics and Automation into your middle office. Accelerate strategic decision-making and empower your organization through customized workflows, flexible dashboards, and unified, actionable data.

Generative and directive AI will continue to play a part in a staffing agency's day-to-day, including in Pay & Bill workflows. Harness the power of AI using Bullhorn Copilot, and join Bullhorn on its journey to integrate Copilot into the Middle Office.

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Tech talk: Bullhorn Copilot
Key takeaways

Jason Heilman

SVP, Product Automation & AI

We are incredibly excited to partner with our customers on our AI journey. Our customers have already started to see value in the existing Copilot products and given us incredible feedback about where we can add the most value to their businesses.

Scott Rogers

Senior Product Manager

Bullhorn is excited to bring Copilot Starter and the new search experience to all customers as part of our ongoing investment in our ATS Platform. For customers looking to further customize and broaden their Search & AI experience, advanced enterprise features are arriving in 2024 and beyond.

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Tech talk: Talent experience
Key takeaways

Andre Mileti

Product Evangelist, Talent Experience Bullhorn

The experience economy is here – The experience economy will force staffing to redesign our processes and invest in technology that delivers consumer-grade experiences across the entire talent lifecycle.

There is no silver bullet – Firms will not hit home runs out of the gate. Best practices are not fully defined. Measuring and iterating will be key to gradually improved candidate journeys in an effort to reduce dropoff and speed up time to placement.

Plan for omni-channel – Your digital transformation journey will lead your firm to invest in multiple channels models. Do it! But don't design in a silo. Plan for shared services and talent experiences that cross borders.

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Tech talk: Bullhorn Platform Key takeaways

Tamar Epstein
VP, Product
Bullhorn

Jason Niad
VP, Product
Bullhorn

1. We're investing in the core platform to make your recruiters more efficient. **New Search UI**, **Compliance Manager**, **LinkedIn Apply Connect**, **VMS enhancements**.

2. **Data Hub** is coming! It's key to unlocking key business insights across Bullhorn, Marketplace, and External data sources.

3. AI is a game changer. Copilot will be built into your core Bullhorn workflows, with **Generative AI**, **Sourcing AI**, and **Directive AI**. *Copilot Starter available now!*

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Salesforce spotlight: Optimizing your Bullhorn implementation and adoption on the Salesforce platform Key takeaways

Clare Thorne

Senior Director, Global Services Strategy, Bullhorn

Know the plan and stick to it. *Aligning the plan to the overall business objectives ensures all stakeholders have a north star. Focus on delivering the objectives, rather than accommodating every request.*

Jared Hummel

CEO, PARQA

Always remember the business goal: ***Provide human experiences digitally that allow people to get to work faster.***

Twain Henry-Lucas

CEO/Founder, Frank Belford

Introduce new features gradually. Change is, at times, overwhelming. ***Too much too quickly will result in a lack of adoption.***

Lauren Jones

President, Leap Advisory Partners

Understand what your business requires before you buy. *Bandaid buying (simply buying when something hurts) creates a disparate experience internally and externally.*

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Forward together: Breaking barriers to women in leadership

Read:

- WBC Gender Parity Benchmark Survey + Staffing Workstream
- SIA Global Power 150 List
- SIA History of the Staffing Industry
- ClearlyRated Best Staffing Firms for Women
- Together We Rise (book)

Apply:

- ASA Women in Leadership & Scholarship Fund
- ClearEdge Rising Women in Leadership Accelerator

Join:

- TechServe Alliance Annual Executive Women's Luncheon
- TechServe Alliance Monthly Executive Women's Roundtable
- NAPS LinkedIn Women's Group, Quarterly Meetings
- NAPS Women's Luncheon at Annual Conference
- ASA IDEA Group
- ASA THRIVE and THRIVEx
- Women of Color in Staffing

Listen:

- TheEdge Podcast Featuring Executive Women in Recruitment

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Key takeaways from Engage Boston Day 2

Product Roadmap sessions

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Bullhorn Platform Roadmap
Key takeaways

Jeff Neumann

SVP, Product Marketing
Bullhorn

1. We're investing across the Bullhorn Platform to deliver your teams and talent an incredible experience. **New Search, Compliance Manager, LinkedIn Apply Connect, Talent Experience performance, Analytics flexibility, Timesheet adjustments**

2. **Data Hub** is coming! It's key to aggregating your **S.E.A.** of data and unlocking key business insights across your business. **Bullhorn data, Marketplace data, and external sources** - all together!

3. AI is a game changer. **Copilot** will be built into your core Bullhorn workflows, with **Generative AI**, **Sourcing AI**, and **Directive AI**. *Copilot Starter available now!*

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Bullhorn solutions on Salesforce platform roadmap
Key takeaways

Julie Gerstle
Senior Manager, Product Marketing

Joshua Pines
VP, Product Marketing

Increased focus on our Salesforce products

Continued development of sector-specific solutions

Bullhorn's industry expertise drives AI value

Breakout sessions: Engage your clients

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The smarter way to win business: Your business development playbook Key takeaways

Zelda Savage

Enterprise Customer Success Manager, Bullhorn

Data is the foundation for improving ***return on effort.***

Allan Tucker

Team Lead, Customer Success UK, Bullhorn

There is ***more opportunity in your database*** *than you realize.*

Monica Sidhu

Team Lead, Customer Success UK, Bullhorn

Business development ***isn't just for a single point in time.***

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Diversifying your business: How to expand your offerings and client relationships Key takeaways

Gretchen Keefner
SVP, Global Enterprise, Bullhorn

Leverage insights from supply/demand or other data to help your business ***understand what adjacent verticals, geographies, or services you can create a competitive edge with*** *and mitigate risk in downturns.*

Chad Coffey
Manager of Enterprise Applications, Eight Eleven Group

Encourage diverse perspectives, prioritize customer feedback, leverage technology, and ***create an environment where new ideas are valued and encouraged.***

Chris Choe
VP - Transformations, ZRG Partners

Formulate a crystal clear vision for the future that allows for flexibility and adaptation. *This vision should be a harmonious blend of the executive team's strategic foresight and our customers' anticipations of our services.*

Tara Winn
COO, Dexian

Always go with where the customer is moving. *Take the time to ask your customers what they want, listen to them, and move in that direction in whichever pace you are able. Embrace an approach where the customer perspective comes first.*

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Customer spotlight: Forward together with Impellam Group Key takeaways

Brian Salkowski

Chief Experience Officer, Impellam Group

You need to maintain your current business while also engaging in responsible experimentation.

Fail fast. Know when to cut and run and when to further invest.

Get to ground zero. Look to your teams in the field to find the best ideas to evolve and elevate across the business.

Breakout sessions: Delight your talent

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From complex to compliant: Mastering the compliance process Key takeaways

Son Trinh

Director, Sales & Strategy, Bullhorn

***Transparency and communication will be key** in helping you manage the growing chasm caused by rapidly increasing regulatory pressures and higher candidate expectations, while mitigating risk and driving a positive candidate experience.*

Brittany Sakata

General Counsel, American Staffing Association

*A softer economy means it's a **good time to conduct job (re)training and evaluate processes** to reduce friction and increase compliance.*

Catherine Pearson

EVP and General Manager, Springboard Healthcare

***Clear policies and consistent performance will diminish the friction** between production and compliance. Essentially, never let salespeople think they can sell around compliance matters.*

Cecilia Merrill

Director of Operations, CrossMed Healthcare

*It's key to have a single source of truth to house your credentialing. **Leverage technology to eliminate manual processes and create efficiencies.***

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Connected Recruiting playbook: How to digitize your talent strategy Key takeaways

Billy Davis

Enterprise Customer Success Automation + AI, Bullhorn

Experience is the catalyst of future staffing success. *Experiment, use data to improve, and incorporate lessons learned along the way to continually improve.*

Susan Whalen

Sr. Customer Success Consultant, Bullhorn

Millennials and Gen Z'ers don't order a cup of coffee without first checking reviews. ***Gather feedback and ask promoters for reviews and referrals.***

Patty Comer

Co-founder and Principal Partner, AccruePartners

Be curious. ***Explore the technology options available and leverage experts at your vendors*** *to help you make the most of your systems.*

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Customer spotlight: Forward together with Allegis Group
Key takeaways

Leticia McAlexander

VP, Global Enterprise Applications & Enterprise Data, Allegis Group

Andre Mileti

Product Evangelist, Talent Experience Bullhorn

Talent experience must be a function of the front office, not the back, in an effort to deliver a consumer-grade onboarding experience.

Get talent experience out of the hands of compliance and risk teams. The fastest way to kill conversion is to make onboarding about compliance first.

Centralize core functions related to onboarding administration and management. Take the onus off of recruiters. They should be focused on selling, not chasing paperwork.

Breakout sessions: Empower your team

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Smart insights, smarter team: Build a tech stack that fuels your data strategy Key takeaways

Laura Bumby

Senior Manager, Analytics and Automation, Bullhorn

Advocate for actionable analytics. *Design proactive strategies that will drive behaviors and help forecast trends which will enable your firm to strategically position themselves in anticipation of market developments.*

Bill Halnon

CIO, GHR

Don't design for the ultimate solution. Data deployment is evolutionary. As we learn and add to our data stacks, things will change. ***Get started on the journey and begin making headway.***

Darrell Hunt

VP - North American Analytics, ManpowerGroup

It is important to ***ensure that your organization has a data strategy as part of your overall technology strategy*** *to meet the expectations of your stakeholders.*

Genine Wilson

President, Travel Nurse and Allied, Ingenovis

Don't lose sight of the end user. Incorporating new technology and processes will significantly impact their overall job satisfaction and performance. ***Invest in training and tools to support their success.***

Lee Boelens

CIO, GDH

Get everyone involved with your data strategy. *Experiment with different departments by asking how they can move the needle on key data points that are important to the organization.*

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Customer spotlight: Forward together with DeWinter Group Key takeaways

Kathryn Krueger

Chief Operating Officer
DeWinter Group

1. **Have a fully integrated tech stack** that allows for visibility across front, mid-, and back-office data and information.
2. **Have clear requirements when evaluating a tool.** Ensure these requirements are agreed upon across all stakeholders.
3. **Don't compromise to get the product launched.** It's a fine balance of getting what you need out of a product to your teams but not compromising on the original problem it is supposed to solve.

Brandon Simmons

VP, Technology & Marketing
DeWinter Group

1. **Continuously evaluate your technology.** The right decision today may change as your business scales and changes.
2. **Work from the inside out, not outside in.** Listen to your teams that are doing the work every day.
3. **Don't make technology fit current processes.** Take the opportunity when implementing new technology to improve workflows as well as work with your chosen tools.

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Beyond the hype: How to build an AI strategy that adds value in 2024
Key takeaways

Will Hayes
Chief Operating Officer
IDR, Inc.

You need to see a proven return on your tech investments. Spend time understanding the full capabilities of your tech stack, including AI, to make sure it's streamlined and efficient.

Nicole Krensky
Product Marketing Director
Automation & AI

There are many applications for AI in staffing and you should be able to realize value over time – don't buy into hype without value! There is no instant silver bullet solution.

Ben Carter
Senior Director
Automation & AI

Data quality is critical –
the better your data, the more value you'll get from using AI.
If you are not focused on this yet, start ASAP.

For more insights from
Engage Boston 2024, visit
engage.bullhorn.com/content-hub/

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