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Innovator Awards

Pioneers transforming the talent industry
through innovation



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The icims logo is a teal circle containing the word "icims" in white lowercase letters.

INTRODUCING THE INNOVATORS

Transforming talent across every industry

An orange circle containing the text "Learn how they did it" in white.

For those who like to color outside the lines, the Innovator Awards are for you.

It's our chance to lift up the dreamers, the doers, the out-of-the-box-thinkers of our industry. They see the big picture and the tech and tactics needed to get there. And then they make it happen.

The annual iCIMS Innovator Awards recognize the best-in-class talent leaders who consistently go above and beyond to pioneer new ideas and drive innovative solutions for their organizations.

Our 24 award winners have created more inclusive and diverse work cultures, given employees a platform to connect and be their authentic selves, and helped their teams move forward in their careers.

It's why we built the iCIMS Talent Cloud in the first place. As one of our Innovators says: we're all working together for a much larger goal.

ABOUT THE AWARDS

Winners of the second annual iCIMS Innovator Awards were announced at our INSPIRE global conference and were selected from over 125 applications.

From hospitality to healthcare to telecommunications, our 24 winners influence hiring and cultures across a dozen different industries.

Whether they lead at a big-name enterprise like Hertz or IBM or at powerhouse regional dental and healthcare network, our winners share one rare trait: uncommon thinking. Each approached their talent challenges from fresh angles and used talent technology to achieve innovative solutions.

Jim D'Amico

Global Talent Acquisition Leader
Celanese

DEI Innovator



How a DEI champion used employee stories to help promote and increase diversity

Jim D'Amico tapped into the power of authentic storytelling to improve the diversity of Celanese's talent pool and put DEI at the forefront of Celanese's culture and talent strategies.

The power move: Jim and his team gave candidates an insider's view into working at Celanese through relatable employee testimonials using iCIMS Video Studio.

The results:

- The diversity of Celanese's candidate pool jumped from 74% diverse candidates (based on race and gender) to a whopping 96%.
- A major leap forward in applicant volume in just two weeks: Jim and team also leveraged employee-generated videos to attract plant operators. Combining both text and video campaigns lets candidates find this kind of authentic content in the channels where they are most likely to be—like mobile and social media. Within two weeks of the campaign going live, Jim received more than 700 fully qualified applicants.

//

Video has enabled us to tell our story in a short, snackable, and easy-to-digest format that allows people to see actual diversity in our organization. //

-Jim D'Amico

Lauren King

Sr. Director, Career and
Workforce Development
Ascension

Leadership Innovator



How an internal mobility advocate tapped into data to help retain and redirect ICU nurses during the pandemic

During a critical moment in healthcare, Lauren King recognized the value of prioritizing Ascension's vast internal network of nurses and internal mobility.

The power move: Lauren used the iCIMS Talent Cloud to look at attrition data to help inform her workforce planning strategy. She also created a team focused on working with associates interested in advancing their careers with Ascension. Lauren and her team created multiple internal career pages to keep associates informed about opportunities.

The results:

- Internal candidates who receive career coaching now have a 90% chance of moving forward with Ascension.
- Prior to the initiative, 80% of internal candidates who did not land the job they applied for would leave the company within 90 days.

“It really starts with data and understanding our associates' activity.”

-Lauren King

Cheryl Callaway

Global Talent Acquisition Leader
Principal Financial

Community Innovator



How a long-time iCIMS Customer helps support her fellow Community members

Cheryl Callaway became a member of the iCIMS Customer Community during her tenure at a previous job and continues her activity in the Community in her new role at Principal Financial.

The power move: Cheryl is a tireless supporter of fellow talent professionals and is constantly offering Community members her expertise with iCIMS ATS, Interview Scheduling, and talent best practices.

The results:

- From advice on how to choose background check vendors to maintaining a relationship with second-place candidates, Cheryl shares her expertise with other talent pros to build the processes and technology they need.
- Cheryl nearly always offers more than one way to solve a problem—often providing two or three ways a fellow Community member can attempt to find a solution.

“The iCIMS Community is a great place to connect with others in the talent industry who you might not otherwise meet. Having a forum to share our experiences and learn from others is priceless! ”

-Cheryl Callaway

Nick Thompson

Global Talent Marketing Manager
IBM



How a talent exec helped make a marquee brand less imposing by thinking outside the marketing box

Nick Thompson proved that employee generated video can be a talent acquisition game changer.

The power move: After learning that IBM's highly-produced videos felt canned and inauthentic, Nick used iCIMS Video Studio to go behind the corporate curtain and humanize the brand with employee-generated testimonials. It also gave employees a way to connect during a time of upheaval and isolation.

The results:

- One video featuring an IBM employee walking his horse and talking about working at IBM has racked up more than 7,000 views!
- Nick helped grow IBM's employee-created videos to a staggering 2.3 million organic video views in 2021.
- In case you're keeping track, that's a 40% increase in views from 2020, a 23% increase in clicks to IBM's website, and 29% increase in YouTube watch time.
- IBM employees have embraced the opportunity to wholeheartedly share their personal journeys, like transitioning or living with HIV, and how other IBMers supported them throughout their journeys.

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Your people want a platform to talk. It's our job to create an environment where they can and it's safe to do so. //

-Nick Thompson

Megan O’Keeffe

Employee Brand Manager
HubSpot



How one tech-savvy brand manager used video as a magnet to attract candidates and skyrocket engagement

Megan O’Keeffe led the charge at HubSpot to increase engagement on its career site by leveraging iCIMS Video Studio to tell the brand story.

The power move: Using employee-generated and relatable videos made HubSpot more attractive to candidates and engaged applicants who aligned with the company’s values and culture.

The results:

- Engagement on Hubspot’s Candidate Experience page jumped to 18% (which is 6x the 3% benchmark) and 69% of those videos were fully viewed.
- Since launching iCIMS Video Studio, employees have produced 179 videos that have received 22,000 unique views.
- 150 of those videos were mapped to nearly 100 jobs.

Aryeh Lehrer

VP, Talent Management and Acquisition
Comcast



How an industry vet helps weave diversity throughout the talent lifecycle for a telecommunications giant

In his role at Comcast, Aryeh Lehrer is able to integrate an impactful and collaborative diversity strategy into the full talent lifecycle.

The power move: Aryeh and his team create and support talent development programs that foster career growth and mobility. They achieve this by driving early career programs focused on future business needs, empowering recruiting teams to source and engage with diverse candidate pools, and engaging employee voices through Employee Resource Groups.

The results:

- Because of Aryeh's work in maintaining and growing Comcast's diverse talent pipelines, more than 40% of Comcast's Midwest-located interns return as either full-time or part-time employees.

Karen Gittleman

Global Talent Marketing Manager
Hertz



How an analytics ninja leveraged iCIMS data to reinvent onsite scheduling during the pandemic to attract and retain workers

When the travel industry shut down because of COVID-19, Karen and her team leveraged iCIMS Insights reports to respond with innovation. What they found looking at the availability numbers, was that part-time workers were interested in more flexible scheduling.

The power move: Standard 12-hour shifts at airport locations had become an obstacle for candidates who had dependents at home to care for during the pandemic. Posting “pick your own” schedules helped fill those open positions and upped retention.

The results:

- Flexible scheduling made roles easier to fill while maintaining high retention rates.
- Empowering employees to manage their own schedules helped them feel in the driver’s seat and valued by their employer.

//

iCIMS Insights data helped validate what we were seeing within our candidate pool, that there were a lot of openings but not enough people applying for them. //

-Karen Gittleman

Linda Fortune-Coltrane

Senior Human Resources Manager
Greiner Bio-One



How a lifelong learner got creative to drive recruiting and hire much-needed workers during the pandemic

Linda Fortune-Coltrane's motto is to "never stop learning," and she exemplified this by finding creative ways to hire workers during the pandemic. Her company, Greiner Bio-One, was developing medical devices to help test and treat COVID-19 and experiencing explosive growth, but opportunities to network in-person were limited.

The power move: Linda organized a "drive-thru" job fair where job seekers could literally drive their cars through an outdoor career fair showcasing Greiner Bio-One's open positions.

The results:

- Job seekers could even interview on the spot for open roles right in their cars.
- Linda and her team also built remote new-hire events so that those joining the company could still feel welcome and part of the company from their first day, no matter where they were logging on from.

//
My motto is to keep thinking outside the box to get results and never, ever stop learning! //

-Linda Fortune-Coltrane

Anthony Jones

Former Talent Brand and
Employee Experience Director
Rockwell Automation



How a video champion used employee generated content to engage workers and help highlight representation and diversity

Embracing the authentic storytelling of employee video, Anthony Jones put iCIMS Video Studio to work to help improve DEI efforts with existing employees.

The power move: When COVID-19 shut down production for professional marketing videos, Anthony leveraged employee-generated videos to not only attract job seekers but to improve the company's internal DEI efforts.

The results:

- 160 Rockwell employees embraced their inner video stars and created 270 videos.
- Those employee-generated videos have garnered more than 8,400 impressions.
- 40% of videos were viewed to completion.
- Rockwell garnered a 7% engagement rate of videos on the company's career page, company homepage, and students/early career page.

// For me, it starts with understanding and evaluating the problem. How do we tell our story in a compelling way? //

-Anthony Jones

Teresa McCoy

Director, Talent Acquisition
Pactiv Evergreen



Fernando Gomez

Talent Acquisition Operations Manager
Pactiv Evergreen



How leaders from two different companies merged processes and showed how teamwork could be dreamwork for the newly combined company

Talent leaders Teresa McCoy and Fernando Gomez teamed up to combine TA functions of two companies (Evergreen Packaging and Pactiv) to create a cohesive approach and unified process of hiring for one global food and beverage packaging company. Pactiv Evergreen now consists of more than 100 packaging facilities whose employees and talent pipelines are managed centrally.

The power move: Teresa and Fernando helped to simplify processes, which included bringing the companies' operational, health, and safety processes together within the iCIMS Talent Cloud during background checks.

The results:

- With a centralized process within iCIMS, recruiters are now able to obtain information needed to assess a candidate's fitness for a job, saving recruiters about two hours of work per candidate.
- This newly digitized process also allowed nurse coordinators across the business's varying facilities to ditch the old pen-and-paper-process and view digital medical records for each candidate.

Chereen Pasha

Former Talent Acquisition Manager
Publishing Concepts



How a TA dynamo implemented a structured hiring process that built an inside sales team and increased retention

Chereen Pasha singlehandedly designed a high-volume hiring process that kept the candidate experience, DEI, and Publishing Concept's values top of mind.

The power move: Chereen created the Talent Scouts, a panel of associates across all departments who are responsible for interviewing and hiring 25-70 of the best candidates each month. To further improve efficiency and decrease inherent bias, Chereen requires candidates to answer preliminary questions on video in advance to determine whether they are invited to hiring events.

The results:

- Publishing Concepts now has a 90% retention rate for candidates under 90 days.
- Recruiters have reported a 40% increase in productivity thanks to Chereen's efforts in creating and growing the Talent Scouts, which relieved them of having to constantly interview and onboard new hires.

Todd Dunn

Corporate Talent Director
Aimbridge Hospitality

Tom Murray

Former Director, Talent Systems
Aimbridge Hospitality



How a talent duo innovated a way to help leaders see and understand candidates' statuses during the pandemic

Todd Dunn and Tom Murray of Aimbridge Hospitality recognized that—due to the pandemic and decreased staff—hotel managers were completely overwhelmed trying to keep their properties afloat, recruit new staff, and train any employees.

The power move: The pair developed a “pizza tracker” widget within the iCIMS Talent Cloud that allows all hiring managers to have a single-page view of all their candidates and where each candidate is in the offer, background check, or onboarding cycle.

The results:

- Previously, hiring managers had to search each job requisition number or candidate profile to see this level of detail.
- Todd and Tom also developed dashboards that helped senior leadership understand how recruiting was performing overall nationwide at Aimbridge Hospitality's varying facilities, keeping leadership abreast of critical metrics during the pandemic.

Angela Biehl

Sr. Director, Talent Acquisition
Arch Amenities Group



How a seasoned TA leader helped her company roar back to business after two challenging years

When Arch Amenities Group (formerly WTS International) was forced to make massive layoffs and shutter most of its spa and wellness facilities during the pandemic, Angela Biehl fortified the company's talent pipelines to prepare for future hiring.

The power move: Angela created a Talent Taskforce to build talent pipelines throughout the pandemic so that when it was safe to return to in-person work, the company was ready to scale-quickly. Angela also leveraged creative talent reporting and sourcing strategies through iCIMS Onboarding.

The results:

- Thanks to Angela's foresight, the company was able to open and staff more than 30 facilities in July 2021.

Lorraine Quintanar

VP, Talent Acquisition and Physical
Recruitment
Duly Health and Care



How a talent disrupter found new ways to structure TA processes that give a voice to all stakeholders

As part of an enterprise-wide TA transformation initiative at Duly Health, Lorraine Quintanar used the iCIMS Talent Cloud to spearhead innovative methods to streamline the hiring workflow.

The power move: On top of creating a microsite to minimize candidate handoff and admin redundancies, Lorraine redesigned the new hire orientation and onboarding program. She also oversaw the development of the health care system's three-year retention-based recruitment plan.

The results:

- Early results showed the program eliminated 28 days of waste from the front end of the recruitment process.
- Current 30-day post hire candidate survey results have an NPS of 100.
- New hires gave positive feedback on the new orientation and onboarding programs.



We are customer and candidate obsessed. They are our North Star, and their voice will always be our guide. //

-Lorraine Quintanar

Angad Madra

Talent Acquisition Business Partner
Asurion Insurance



How a two-time Innovator Award winner sparked an idea to improve the iCIMS Talent Cloud and boosted his approval times in the process

Angad Madra is always on the lookout for ways processes can be improved—even for his ATS provider.

The power move: He submitted an Ideas ticket via the iCIMS Community and worked with iCIMS to create new approval reports that helped his TA team gather metrics on how quickly job and offer approvals were made.

The results:

- The new reporting improved his team's time to complete approvals from 3.5 days to just 1.8 days.
- Candidates had a more enhanced experience.
- Internal processes were improved.
- Productivity was increased.

Loretta O'Connor

Director, Talent Acquisition
Princeton University



How a talent pro showed resilience by bringing one of the country's top university's talent processes online overnight

Loretta O'Connor acted quickly when Princeton University went entirely remote due to the pandemic.

The power move: When the campus shut down due to COVID-19, Loretta quickly moved Princeton's entire recruiting, hiring, and onboarding processes online. But Loretta's foresight and commitment to going digital years earlier made for a quick and smooth transition to virtual hiring and onboarding. Loretta also set up daily automatic data feeds to the university's data warehouse, allowing for rich analytics and reporting regarding talent, easily accessible leadership.

The results:

- Princeton's candidate experience has gone 100% virtual.
- Third-party providers (e.g., reference check, background/drug screen, I-9/E-Verify) are 100% integrated into platform.
- Efforts to hire Princeton staff continued throughout the pandemic.

Jennifer Deaver

Director, Talent Acquisition
Avantus Federal



How a communications advocate proved that staying connected helps keep candidates in the pipeline

What happens when your company acquires seven new companies? If you're Jennifer Deaver, you focus on communication and get to work integrating and building processes to hire lots of new employees for Avantus Federal, a government contractor.

The power move: Jennifer created "Pending Hire" reports to automate communication with future employees during the pandemic. She also leveraged the iCIMS Talent Cloud to create virtual pipelines to maintain and share talent profiles across the enterprise, keeping teams connected and apprised of potential talent adds to the business.

The results:

- Thanks to this deliberate communication, Jennifer spearheaded hiring over 300 new employees in 2020—more than 100 during the peak of COVID in mid-2020.

Lauree Porter

HR Systems Manager
Penn National Gaming



How an HR changemaker made the application process more candidate friendly

Lauree Porter led efforts to build a mobile application that makes it possible for candidates to apply for jobs on the go with the casino and racetrack operator.

The power move: To do this, Lauree worked with her TA team to include only the most valuable questions on the revamped application. Together, they also identified where candidates were dropping off in the application process.

The results:

- Lauree's team is seeing positive early results from their efforts, such as reduced drop-offs and positive feedback from applicants and hiring managers.
- The team eliminated about 50% of the application questions to create a more efficient experience.

Danielle Vleno

Talent Acquisition Operations Manager
Amentum



How an iCIMS power user transitioned all workers and candidates onto one ATS following an acquisition

When Amentum – a global tech and engineering services partner—acquired a new company, Danielle Vleno worked tirelessly to transfer records for the now doubled workforce onto the existing iCIMS Talent Cloud.

The power move: Prior to the acquisition, Danielle was an iCIMS power user and oversaw the initial implementation of the platform for the tech and engineering company. When Amentum acquired DynCorp, Danielle migrated data from a totally different platform and created a comprehensive iCIMS user guide for all new team members.

The results:

- Amentum’s initial implementation of iCIMS exceeded industry norms, with a 54% conversion rate from site visit to completed application.

Regina Limon

Talent Acquisition Manager
Risas Dental Management



How a one-woman recruiting team used modern technology and boots-on-the-ground methods to hire talent

Regina Limon singlehandedly built out Risas Dental's recruiting and talent lifecycle processes.

The power move: Regina created a speaker program to share career opportunities at local dental schools. Regina also developed a 90-day post-internship communication strategy to convert interns to full-time hires and implemented a new referral bonus program for employees. Regina leverages the dynamic functions of the iCIMS Talent Cloud to communicate with job seekers quickly and in the channels they use most.

The results:

- Risas now has tools and systems in place to speed up the hiring process and get the most out of their job seeker events.
- Recruiters and hiring managers have a vehicle to quickly answer candidates' questions using iCIMS Digital Assistant.
- Hiring managers are empowered to schedule their own interviews, cutting out all the back and forth.

Anna Shiring

Sr. Manager, Talent Management
HIMSS



How a resourceful TM pro spearheaded a cultural transformation for a not-for-profit

Anna Shiring partnered with HR and other talent experts to overhaul and improve the talent management strategy that creates the experience of a lifetime for HIMSS, an organization dedicated to improving healthcare.

The power move: The two-year project included streamlining HIMSS's hiring process, providing new training tools for hiring managers, building values-based messaging into the recruiting platform, and an enhancing onboarding process.

The results:

- Thanks to Anna's work on expanding HIMSS's visibility to job seekers, those who now see HIMSS's open roles on LinkedIn respond to HIMSS recruiters' outreach 56.3% of the time.

Janet Donovan

Former Senior Talent Acquisition Manager
Goodman Manufacturing



How an eternal optimist epitomized resilience that helped her company thrive during a labor shortage

Despite hiring challenges Goodman Manufacturing confronted due to the pandemic, Janet Donovan remained optimistic with a problem-solving attitude.

The power move: Janet and her team worked to prioritize a positive candidate experience and great culture fits during their hiring process. Thanks to her efforts, the company emerged from the pandemic strong.

The results:

- Goodman Manufacturing hired more than 2,500 employees in April 2021.
- Goodman decreased time to fill open roles by 20.5% since January 2021.

Congratulations to all our award winners!

Innovator Awards

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including 40% of the Fortune 100.

For more information, visit www.icims.com.



Feeling inspired?

You could be one of our 2022 Innovators.

Applications drop May 11.

[Learn more.](#)