



BRYAN PERKINS

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EXECUTIVE SUMMARY

COMMITMENT | LEADERSHIP | INTEGRITY | EXCELLENCE

A dedicated, progressive professional with proven success in recruiting, human resources, employer benefits, and finance. Superior communication skills, proven ability to develop and maintain relationships with all levels. Provides excellent leadership and coaching to members of high performance teams that translates business strategies into maximum profits aligning with the best interest of shareholders, customers, employees, and the public. Dedicated to maintaining a reputation built on quality, service, and uncompromising ethics.

AREAS OF EXPERTISE

- Strategic/Tactical Planning
 - Mergers/ Acquisitions
 - Mediation & Advocacy
 - Employee Relations
 - Business Development
 - Employer Benefits
 - Operations Management
 - HRIS Technologies
 - Training & Development
 - Orientation & On-Boarding
 - Full Cycle Recruiting & Retention
 - Performance Management
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PROFESSIONAL EXPERIENCE

NORTHWESTERN MUTUAL FINANCIAL NETWORK – ST. PETERSBURG, FL

June/2009 – Present

DIRECTOR OF RECRUITING/ FINANCIAL REPRESENTATIVE

(FINANCIAL FIRM)

FINANCIAL REPRESENTATIVE:

Organized and established a financial security practice. Accountability extends to building a client base, developing (defined benefit plans, key man coverage, creating funding for Buy/Sell agreements, creating funding for disability overhead expenses, health insurance programs, 401k/403B programs, etc.) for businesses and working with families to help accomplish their financial goals and creating financial security.

- **Employee Benefits:** Developed and managed employee packages to help attract and keep talented workers. Strategies that lower employee turnover enhances the business and helps keep it on the path towards success. Such as:
 - Employee Group Health Insurance Programs: Medical Insurance, Life Insurance, Disability Insurance, Group Long Term Care Insurance, Section 125 plans, Vision Insurance, Retirement Savings plans, Flexible spending accounts.
 - Executive Compensations: Non-Qualified Plan Options, Split-Dollar Arrangements, Bonus Arrangements, Owner/Employee Planning, stock options, deferred compensation plans and Cafeteria Plans.
- **Business Succession:** Designed custom programs to provide adequate funding when ownership of a business is transferred, so that it is accomplished with minimal difficulty. These programs that are developed provide the dollars needed to keep the business running smoothly and provide a fair share of the company's worth to all involved with minimal conflicts.
- **Business and Personal Needs Analysis:** Developed an analysis based off of the goals of an individual or business to create a road map to accomplish the goals. May include Asset and Income Protection, Retirement, Financial security planning, etc.

ACHIEVEMENTS:

- Substantially reduced cost of employer benefits by 28% by thoroughly analyzing their current plan and redirected to a more suitable plan for their needs.
- Reviewed current group disability plan and consulted that it was written in favor of the insurance company and helped the organization put a better plan in place that was more favorable to the employee and employer.

CONTINUED ...

DIRECTOR OF RECRUITING:

I oversaw the functions of HR, programs and technology for the St. Petersburg branch. Recruited to help a newly restructured branch in St. Petersburg, guiding start up and management of a full spectrum of HR Operations, systems and programs. Worked with senior management to help develop referral programs; recruit employees; refined and ran orientation, training and incentive programs.

- Developed referral relationships outside of the organization and built pipelines to continue receiving quality candidates for future hires and was able to exceed expectations by producing over 150% of our hiring goals for 2009, 2010 and 2011.
- Played a key role in producing at 200+% of our New Rep production goals by placing the right people in the right position and by finding A+ Passive candidates that are not on job boards. Saved company thousands of dollars every month by eliminating reliance on employment agencies.

ACHIEVEMENTS:

- Developed a strong social media presence (LinkedIn) with over 2,000+ direct connections giving me access to **15,075,400+** people through LinkedIn worldwide to help target specific candidates, company or position.
- Personal efforts were cited as the driving force behind branch's employee-retention rate of 86% within an industry where high turnover is common (10% -15% is the norm).

MRI - SAFETY HARBOR, FL

Feb/2009 - June/2009

SR. RECRUITER

(Staffing Firm)

Management Recruiters of Clearwater is an affiliate to the largest recruiting and placement organization in the world, MRINetwork, with over 1,000 offices worldwide.

- Full Cycle Recruiting process running a full desk on a national, state and local level for candidates in the Information Technology industry.
- Negotiating contracts for my recruiting services and negotiated salary offers and sign-on bonuses/relocation packages annually at both exempt and non-exempt level.

IMPROVEU - CLEARWATER, FL

Oct/2008 - Feb/2009

SR. RECRUITER

(Start-up Staffing Firm)

ImproveU was a start up recruiting firm in the Tampa bay market that has a niche in sales professionals. I worked with a lot of technology companies in the Tampa bay area helping them with their staffing needs.

- Recruit for sales and sales management professionals in the technology industry for direct hire placements with clients in the Tampa bay market.
- Full cycle recruiting from prospecting and networking for candidates, interviewing and testing, background checks and reference checks to insure the highest quality candidates
- Recruited passive candidates through cold calling, social media, networking, referrals, and reference checks.
- Attended regular sales training classes through Sandler Sales Institute. .
- Went to many local Networking meetings in the community to build up a center of influence and referrals.

ACHIEVEMENTS:

- Successfully attracted passive candidates from a competitor of our client to which they were eager to create a position just for them even though they were not hiring.

STAFFING NOW, INC. – TAMPA, FL

April/2008 – Oct/2008

RECRUITING MANAGER

(Staffing Firm)

Recruiting Business Partner for clients in the Tampa bay area for a staffing firm recently named one of the fastest growing private staffing companies by *Staffing Industry Analysts* who ranks within the top 100 U.S. staffing companies in the country.

- Recruited for marketing, human resources, office & clerical, sales & customer service, information technology and legal professionals for direct hire placements.
- Source for prospective clients and built relationships with all management level contacts within the company to provide the highest quality candidates and services. I ran a full desk, managed both business development and recruiting functions; negotiating fee contracts and consulting clients on recruiting process.
- Full cycle recruiting from prospecting; networking; interviewing; testing; background checks; reference checks; to negotiating offer to provide quality service and the best candidates.
- Recruiting passive candidates (non-job board/currently working)

RING POWER CORPORATION – RIVERVIEW, FL

2006 – 2008

CORPORATE RECRUITER

(Largest Caterpillar Dealer in the Country, Privately Held)

HR Recruiting Business Partner for Ring Power Corporation with 25 major branches, 15 divisions and over 2,000+ employees. I consulted with management to assess and identify recruiting needs and drive initiatives throughout the company. I provided communications on human resources issues on a recruiting level. I also managed the entire recruiting process, apprentice and think big program hires, company branding (through a human capital level) and recognition programs.

- Developed trust with 162 different hiring managers and treated them as “my clients”. I helped them through my recruiting efforts, screening, interviewing, testing, extending offers and conducting reference checks on candidates to insure the results of higher quality resulting in higher retention.
- I managed entire recruiting process nationwide for top talent in the market place looking for many different positions such as but not limited to: Marketing, Sales and Sales Management, Information Technology, project managers, office and clerical, industrial technicians, senior management, and human resources.
- Played a key role in retention programs by working within focus groups (Six Sigma) and developing action plans for Employee Engagement Survey and Exit Interviewing.
- Responsible for adding and removing requisitions for positions through HRIS Systems, writing employment adds, and job descriptions.
- Took charge in training on HR and Recruiting software (HMS) to all hiring managers.
- Revised job descriptions across many levels and “shadowed” and interviewed employees to construct an accurate picture of the duties and skills required for each position which helped me find top talent freeing up the hiring managers time.
- Saved company money in the fact that the company was no longer reliant on outside recruiting efforts which saved the company about \$1.2 million dollars nationwide.

ACHIEVEMENTS:

- Through networking and research I created 171 new sources to construct feeders making a pipeline of candidates for future opportunities. In addition, increased profit in recruiting from \$1,490,580 to \$4,988,880 in placing key hires that were able to charge clients for their work time.

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NPTA - SARASOTA, FL

2004 - 2006

BRANCH MANAGER

(Non-Profit)

Branch Management functions for a non-profit company supporting 300+ employees at the branch level. I managed entire recruitment, training, and new hire orientation. Oversaw and improved company recruiting and training process.

- Responsible for recruiting and attending job fairs. Worked with workforce alliance and implemented their program to get funding from the state.
- Managed all Fund Raising Campaigns. Example: New York Campaign grossed \$80,000 in one day.
- Introduced company's first formal performance review program, creating a flexible and well-received tool that was later adopted company wide. Trained management team on interview techniques and best practices, conducting workshops, and one-on-one coaching sessions that contributed to sound hiring decisions
- Devised creative and cost - effective incentive and morale - boosting programs (including special events and tiered awards structure) that increased employee satisfaction and productivity.

LMS SIGNS - BRADENTON, FL

2001 - 2004

MANAGER

(Privately Held; Family Owned)

- Developed relationships with contractors, superintendents, architects, and project manager in new construction. Managed crew of installation associates and installed interior and exterior signs for clients. Company focused a niche on schools and hospitals.
- Responsible for recruiting all employees and management of crew

PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS

St. Petersburg Chamber Sarasota Chamber Manatee Chamber
Park Central Program (Youth Mentoring) YEX (Youth Mentoring)
Street Ministry (Feeding Homeless) Highway Pick Up Programs
Rib Fest with Northwest Exchange club (Volunteer)
Virtuoso Performing Arts Theatre (Non- Profit; Volunteer)

EDUCATION

Sarasota Military Academy - Sarasota, FL

TECHNOLOGY SKILLS

MS Word Excel Power Point Access Outlook Visio; ACT!; Oracle
Windows 95/98/XP/Vista/ 7 Macintosh OS Quick Books ADP Adobe Photoshop
HRIS Technologies & ATS HMS Sendouts Ultipro PeopleSoft Bull Horn Taleo
CMS Systems - TNC TKO Send Outs Bull Horn