

# Linda M. Waste

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Talent managements professional with over 20 years experience. A strategic thought leader, aligning people practices with the vision, mission and goals of an organization to create a positive brand experience for candidates and employees.

## **Experience:**

### **Apple Inc. (June 2016 – present)**

#### **Manager of Emerging Talent, Marketing Communications**

In this newly created role, I am responsible for strategically designing and executing the roadmap for programs and initiatives in the Marketing Communications group that will ensure we are growing and developing creative talent internally.

- Built out a new Creative Residency program, called the Orchard, for entry-level, diverse, creative talent to learn and grow with professionals inside Marketing Communications
  - Partnered with creatives to develop recruiting materials that would drive applications.
  - Designed a new recruiting process which had never been used before in our group
  - Developed training to help interviewers hire for potential
  - Put a structured mentorship program in place
  - Manage the team that was hired on a day to day basis, ensuring the experience is of the highest quality one would expect from Apple
- Oversaw summer internship program
  - Work closely with managers and HR to determine the best places to put intern headcount each year
  - Partner with recruiting on an appropriate school strategy
  - Manage the programmatic elements of the summer internship, including creative projects, bootcamps, mentorship, and coaching

### **Apple Inc. (May 2013 – present)**

#### **Sr. Manager of Worldwide Recruiting, Marketing Communications**

- Oversee the recruiting activities for the marketing communications team at Apple.
  - Built the Marketing Communications recruiting team from 8 to 26
  - Led the team that successfully tripled the size of the marketing communications organization while providing high quality talent and maintaining a high touch candidate experience
  - Partnered closely with the VP of marketing communications to recruit top senior talent to the leadership team.
  - In partnership with HR, oversaw all compensation packages maintaining internal equity and equal pay
  - Manage all metrics associated with recruiting activities
  - Oversee the global marketing communications recruiting activity in China, Japan, Korea, Australia, UAE, Turkey, Russia, Europe, and South America
  - Helped develop new training programs for both the recruiting organization and for the marketing communications business to build stronger best practices around identifying, screening, interviewing, and selecting talent
  - Manage a \$1MM recruiting budget used for recruiting events, diversity programs, and travel for recruiting trips
  - Built partnerships with key diversity marketing organizations and sponsored programs designed to help build a diverse pipeline of candidates

**DDB Chicago (June 2010 – April 2013)****SVP, Director of Talent Management**

- Responsible for all Talent Initiatives for an agency of 500+ employees and freelancers
- Oversee all employee relations.
  - Directly handled all hiring and termination practices in a way that reflected positively on our brand
  - Direct liaison to our outside legal counsel to agency leadership on all matters involving employment law
  - Managed all staff reductions in a way that treated affected individuals with dignity and respect
  - Managed onboarding for all new hires
- Oversee and directly participate in all talent acquisition activities at all levels and in all disciplines
  - Developed a recruitment plan that aligned our selection process around performance based interviewing and resulted in a dramatic increase in diversity hires
- Responsible for the overall talent management process
  - Implemented streamlined agency wide annual performance evaluations and increased our completion rate from 63% to 98% in the first year
  - Developed and delivered performance evaluation training for both managers and employees
  - Worked closely with department heads and brand leaders to identify development opportunities for our stars including individualized mentorship, training opportunities, succession planning, and rotation opportunities
  - Provided coaching to managers at all levels when dealing with underperformers
- Responsible for all Employee Engagement initiatives
  - Helped manage and coordinate all agency events, including all hands meetings, department meetings, and creative inspirations series
  - Managed all employee wide communication
- Responsible for all Inclusion & Diversity efforts
  - Served as a member of the DDB North American Inclusion & Diversity Committee as well as the Omnicom Inclusion & Diversity Committee
  - Delivered talent metrics to agency leadership quarterly

**Energy BBDO (April 2007 – June 2010)****SVP, Director of Talent and Human Resources – Promotion**

- Oversight of all recruiting activities for agency personnel and personally recruited all senior level roles and creative roles
- Directly responsible for implementation of employee practices, including strategic planning, evaluations, professional development, benefits, compensation, and compliance
- A member of both the Operations Committee and the Executive Leadership Team

**Energy BBDO (July 2003 – April 2007)****VP, Director of Creative Services**

- Creative recruiting for all positions in the department, including freelance talent
- Managed salary pool, performance reviews, and all creative departmental operations
- Handled staffing of all assignments working closely with our Account Management group and our Production group to ensure all deadlines were met and our resources were in line with the scope of the project and our agency fees

**Euro RSCG Tatham Partners – Chicago**

**Creative Services Manager (December 2001 – June 2003) - Promotion**

- Responsible for overall management and operation of the Creative Department, reporting directly to the Chief Creative Officer
- In charge of all creative recruiting for permanent and freelance staffing needs
- Staffed all creative projects
- Managed creative department budgets and all office service and human resource issues

**Euro RSCG Tatham Partners – Chicago**

**New Business Project Manager/Producer (August 2000 – November 2001)**

- Responsible for the design & production of materials on all new business pitches from the RFP stage through to the final round presentation

**ImageSourceCreative (May 1995 – July 2000)**

**Creative Director/Manager**

- Responsible for day to day running of this design studio, including budget management, performance reviews, office service issues, operations, and recruiting full time and freelance talent

**Motivation Media, Inc. (October 1993 – April 1995)**

**Project Coordinator & Graphic Artist**

- Responsible for traffic and project management of digital imaging assignments

**Education & Certifications:**

- SHRM-SCP Certification Obtained – May 2008, continually renewed through 11/30/18
- Ohio State University - Graduate program MFA in Acting/Directing - 1991 – 1992 (no degree granted)
- Northern Illinois University - Bachelor of Arts Degree in Theatre - 1991