Johnny is on a mission to turn every recruiter in the world into a "Black Belt in Internet Recruitment", what he describes as the "Chartered Accountancy" of the otherwise professional-less Recruitment sector. Having founded a recruitment agency in the middle of the world's worst recession, Johnny knows from forced experience just how powerful a method of candidate acquisition the web can be. He now runs Social Talent, a company that provides organisations with a scaleable, online learning solution that allows them to roll out his "Black Belt" programme in a consistent, measurable way that still allows each individual user to receive a personalised training journey. He is a regular conference speaker on social media in recruitment, and as CEO of Social Talent, is primarily preoccupied in chasing global domination.

Company Website - http://www.socialtalent.co/resources/?page\_id=259

Blog - [www.socialtalent.co](http://www.socialtalent.co/)

Twitter - http://www.twitter.com/socialtalent

Linked In – www.[linkedin.com/in/johnnycampbell](http://linkedin.com/in/johnnycampbell)

Facebook - https://www.facebook.com/socialtalent