**BETH BLATCHFORD, SHRM-CP**  
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[LinkedIn Profile](https://www.linkedin.com/in/beth-blatchford/)

**STRATEGIC GLOBAL TALENT ACQUISITION LEADER**

Innovative and results-driven executive with 20+ years of experience leading talent acquisition strategies for high-growth, mission-driven organizations. Proven expertise in aligning recruitment processes with organizational goals, fostering inclusive hiring practices, and developing robust talent pipelines. Skilled in operational excellence, employer branding, and leveraging data-driven strategies to optimize outcomes. Adept at leading cross-functional teams, influencing senior stakeholders, and driving scalable solutions in competitive markets.

**Core Competencies:**  
Talent Acquisition Strategy | Workforce Planning | Diversity, Equity & Inclusion | Employer Branding | Recruitment Metrics | Operational Excellence | Leadership Development | Candidate Experience

**PROFESSIONAL EXPERIENCE**

**Santander Holdings – Boston, MA**

**Director, Talent Acquisition** | **Feb. 2016 – Dec. 2023**

* **Strategic Recruitment Leadership:** Developed and implemented talent acquisition strategies for Corporate Functions and Wholesale Banking. Partnered with HRBPs and business leaders to establish workforce plans and address evolving organizational needs.
  + Managed and trained a team of recruiters and sourcers, utilizing AI tools to enhance performance and career growth.
  + Oversaw talent acquisition processes, requiring 25% travel across the U.S.
* **Performance Optimization:** Established recruitment KPIs and leveraged real-time data insights to improve hiring efficiency and time-to-fill.
  + Designed and launched a Talent Acquisition SharePoint site, centralizing resources for a 65-member team.
  + Created a Hiring Manager Toolkit and competency-based interviewing training to empower managers in hiring and retention efforts.
* **Organizational Design:** Led the Talent Acquisition vertical for the overhaul of job descriptions and salary structures, consolidating 20,000+ roles to streamline internal consistency and equity.
* **Talent Programs & DEI Initiatives:** Spearheaded employer branding campaigns and DEI programs, creating scalable solutions to attract diverse talent.
  + Developed and implemented programs including the **Key Talent Program** (global mobility), **Commercial Credit Training Program**, and **Investment Banking Analyst/Associate Program** (annual hiring of 40+ candidates).

**BNY Mellon – Everett, MA**

**Senior Recruiter** | **Jan. 2006 – Jan. 2016**

* **College Recruiting:** Built and scaled a strategic college recruitment program, achieving 150+ hires annually through partnerships with 60+ educational institutions.
* **Redeployment Initiatives:** Led redeployment for employees impacted by site closures, achieving a 56% placement rate by coordinating with HR and leadership to offer relocation and upskilling opportunities.
* **DEI & Compliance:**
  + Led Affirmative Action programs and successfully navigated OFCCP audits to ensure compliance.
  + Chaired the Recruitment and Retention Committee for BNY Mellon’s Affinity Networks, launching diversity career expos to support corporate DEI goals.
  + Recognized as **Diversity and Inclusion Champion** for contributions to YearUp Boston.

**Earlier Career Roles:**

* **Human Resources Officer** – Citizens Bank
* **Lead Project Associate, Talent Acquisition Consulting** – AON Consulting RPO
* **Recruiting Business Partner** – FleetBoston

**TECHNOLOGY PROFICIENCIES**

**HR Systems:** Workday, PeopleSoft, Oracle Fusion, Taleo, Jobvite, SAP-SuccessFactors  
**Tools:** Talent Neuron, Handshake, Microsoft CoPilot, ChatGPT, Canva, Kanban

**EDUCATION & CERTIFICATIONS**

* **Bachelor of Business Administration, HR Management** – Southern New Hampshire University (Expected June 2025)
* **SHRM-CP** – Society for Human Resources Management
* **Certified Diversity and Inclusion Recruiter** – AIRS
* **Certified Agile HR Explorer** – Just Leading Solutions

**BOARD SERVICE**

**The Food Drive, Inc. – Greater Boston, MA**

**Board of Directors, Treasurer & Fundraising Event Chair** | **Nov. 2020 – Present**

* Support a hyper-local food rescue program serving 10 communities through partnerships with 30 organizations and over 150 volunteers.