



IBM HR Summit

Be a part of the HR revolution.

BOSTON, MA | SEPTEMBER 6-8, 2016

Bringing Marketing to Recruitment

Panel Session



NBCUniversal



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Moderator: Craig Shoneman, *IBM Kenexa*
Product Management
Leader - Talent Acquisition
and Learn



Panelist: Tricia C. Sapp, HR Information
Systems at *Lowe's
Companies, Inc.*



Panelist: Gail Blum, Sr
Talent Acquisition
Operations Analyst at
NBCUniversal, Inc.



Panelist: Camille
Briscoe - Manager,
Talent Acquisition at
AMC Theatres



Panelist: Elizabeth
Urheim, Vice President,
Marketing at *IBM
Collaboration Solutions
and Workforce / Kenexa*



Panelist: Gerry Crispin,
Life-long Student of
Recruiting
(CareerXroads.com/
theCandEs.org)