



ERA 2022 CONFERENCE

THURSDAY 12TH MAY • 9.45 – 5.30 BST

BMA HOUSE TAVISTOCK SQUARE, LONDON WC1H 9JP

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WELCOME

The ERA Committee welcomes you to the 19th ERA Annual Conference. This takes place at BMA House in Tavistock Square, London for the first time. We are delighted to be here in a Covid-aware venue located within easy reach of Euston and King's Cross St Pancras railway stations for easy access for delegates travelling to the Conference from north of London.

We would also like to place on record our thanks to Sadler's Wells Theatre, which played host to a series of successful Annual Conferences over a period of years up to 2019.

Last year the ERA Conference was, for the first time, virtual. The feedback we received was overwhelmingly positive, not only for the speakers and trainers we assembled, but for the easy functionality of the virtual setting and for the networking it facilitated. We thank Recruitment Events for their support in staging the Conference.

Our dilemma, given the uncertainties of Covid, was whether in 2022 to host a live event or to remain virtual. We have decided it is time to go live again, with the person to person contact it affords, and it will be wonderful to meet up again with friends and fellow professionals. At the same time, we were keen to build on the success of last year's event, so we are pleased that many other colleagues will be joining us virtually.

As always, we have worked hard as a Committee to put together an agenda full of great speakers and, we hope, interesting topics. As ever, we are extremely grateful to our Gold Sponsors, Cluen and Talentis, who feature in the speaker programme themselves. Their support is very important to the ERA, and we hope that the platform and year-round

publicity and exposure we give them is equally valuable to them.

During the last year, your ERA Committee has been very busy. The pandemic prompted us to work even harder and organise more webinars and online events than ever, and this impetus has continued. We are also developing our own training programme and our Researcher Mentoring programme has gone from strength to strength.

We are proud to represent a broad church of executive researchers, resourcers, search professionals and others involved in Talent Acquisition and Talent Intelligence. Feedback from our members is that they are keeping busy; in fact, the value of the work carried out by research practitioners has never been appreciated or valued more. We should take great pride in this, and we as an organisation will continually strive to set the bar higher in terms of the professional standards we expect our members to work to. No-one should underestimate the value of great research.

Finally, our co-Chair Mark Senior will be stepping down today after eight years in the role, and we are delighted to announce that Sam Fletcher will be taking over with immediate effect.

We hope you enjoy the Conference, whether you are attending in person or virtually, and that you take away something worthwhile which can help you in your day-to-day work. Thank-you for your support.

The ERA committee

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AGENDA

9.45-10.15 Registration & refreshments

10.15-10.30 Welcome ERA Co Chair

10.30-11.20 **Keynote Speaker presentation**
Tanya Gass NED Recruitment Lead @ Women on Boards
"Why Board Diversity Matters"

11.20-12.00 **Speaker presentation**
Noa Ferber Senior Manager Global Talent Attraction @ PayPal
Sam Fletcher Head of Talent Intelligence & Analytics @ PayPal
"How talent intelligence and talent attraction work together"

12.00-12.40 **Workshop**
Bryn Jones Senior Counselling Psychologist/Cognitive Behavioural Psychotherapist
"The Mindfulness Practice of Purposeful Attention"

12.40-1.00 **Workshop - Gold Sponsor Talentis**
Jason Starr CEO @ Dillistone Group
"Beyond Keywords: Why traditional search techniques don't tell the full story"

1.00-2.00 Lunch

2.00-2.40 **Workshop**
Martin Lee Lead Talent Sourcer @ Microsoft
"Practical D&I Session tools & techniques to find diverse talent"

2.40-3.00 **Workshop - Gold Sponsor Cluen**
Heidi Braun Senior Solutions Consultant @ Cluen
"Strengthening Your Commitment to Support Diversity & Inclusion"

3.00-3.10 Refreshment break

3.10-3.50 **Speaker presentation**
Vijay Luthra Managing Director @ ProsPur, Head of Partnerships at Thriva Health and Institute of Directors Expert Advisor and Ambassador
"Curating Capability for Competitive Advantage"

3.50-4.30 **Speaker presentation**
Caroline Grayson Nugent Head of Executive Recruitment & Interim Global Head of Recruitment @ Wise plc
"The in-house view - how to build a successful career in-house and how to provide value as an external researcher partnering with in-house teams"

4.30-5.30 Closing address networking refreshments & nibbles

WHY BOARD DIVERSITY MATTERS

TANYA GASS NED RECRUITMENT LEAD AT WOMEN ON BOARDS

The evidence shows that more diverse boards are not only 'good' for society, but good for business.

Companies with diverse boards, and executive teams, are more profitable: gender-diverse boards correlate not only with higher profitability but also better environmental and investment-related, risk-adjusted, decision-making. Financial services regulators are not only encouraging diversity on boards, but they are also pushing shareholders and institutional investors to use their voices, and votes, to ensure better ESG. Today the reputational, and brand risk, of not acting now in regard to diversity, needs to be considered by all.

Yet diversity is unlikely to result from continuing with the same recruitment strategies. Tanya will share practical ideas to bring a wider lens to recruitment at board level and explore key themes behind the positive stories of successful diverse directors.



BESPOKE NED SEARCH LEAD, WOMEN ON BOARDS UK

Women on Boards is an independent, action-oriented, and purpose-led organisation with a proud history of supporting women and other minorities to leverage their professional skills and experience into leadership and NED roles. The WoB teamwork with aspiring and current NEDs (primarily women and minority ethnic), including mid-career employees of our corporate members, individual members who have first-time board ambitions and established portfolio NEDs. Women on Boards has around 40,000 members with 9,000 active members. At least 2,600 WoB members have been appointed to NED roles in the UK - across all sectors and at all levels of seniority.

Tanya works with WoB co-founder Rachel Tranter on the Bespoke NED Search service, assisting recruiting boards to find NED

candidates from the Women on Boards' talent pool.

Tanya is also a solicitor and governance trainer. She started her career as a corporate finance lawyer at magic circle firm Clifford Chance, then moved on to advise AIM firms at Gouldens. In 2010, she set up her training practice and has since developed a stellar reputation as a legal and governance trainer. Tanya has worked with boards of all types from start-ups to FTSE 250 firms, as well as providing legal training to lawyers, company secretaries and accountants. In addition to encouraging recruiters to widen their NED searches, Tanya brings her deep knowledge of governance and diversity of thought to Women on Boards' member events and talks to the wider community about finding diverse talent.

HOW TALENT INTELLIGENCE AND TALENT ATTRACTION WORK TOGETHER @ PAYPAL

NOA FERBER SENIOR MANAGER GLOBAL RECRUITMENT MARKETING @PAYPAL

The Global Talent Attraction and Insights Team was first established in 2021 as a strategic program under PayPal Global Talent Acquisition. Combining the responsibility for proactive talent engagement & attraction strategy with a data-driven approach for market research & talent insights.

Due to an increase in demand from the business and a need to bring data analyst experience into

talent insights the teams were separated and rebranded as Recruitment Marketing and Talent Intelligence, retaining the close partnership to support the business and internal stakeholders.

In this session Noa will outline the processes, offering, and best practices for the two teams and how they collaborate.

NOA FERBER

Noa joined PayPal 3 years ago as the Regional Recruitment Manager for Europe; she spent the last year building a new global recruitment marketing and talent attraction function & team.

Noa has 20 years of experience in recruitment and assessment, with a master's degree in occupational psychology. She has worked as a talent acquisition leader in tech, telecom, and the public health sector.

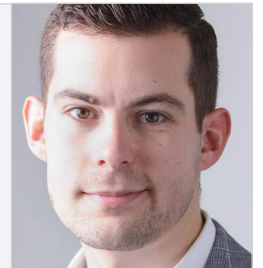


SAM FLETCHER

Sam recently joined PayPal to set up the Talent Intelligence function, analyzing trends in the global business, economy and employment marketplace.

His prior experience includes working with clients in the technology and financial services sectors on executive search and consulting engagements such as workforce localisation, competency assessment, organisational design, workforce reskilling and location studies.

Sam is interested in the power of technology to transform how businesses operate and has been a keynote speaker on Blockchain in HR as well as contributing to and writing articles on innovative ways of working and technology applications in HR and talent acquisition. Sam has also been a member of the ERA Committee since 2019.



THE MINDFULNESS PRACTICE OF PURPOSEFUL ATTENTION

BRYN JONES **SENIOR COUNSELLING** **PSYCHOLOGIST/** **COGNITIVE** **BEHAVIOURAL** **PSYCHOTHERAPIST**

This session provides both a general introduction to mindfulness practice and pulls focus around a specific practice of mindfulness.

The practice element concerns the art of attention and begins by inviting you to pose yourself a question; in my daily life am I just going through the motions, hedging my bets, and seeing what happens or am I truly present, aware, and actively engaged in living?

This question will be reflected upon from the perspective of mindfulness and Bryn will guide a practice which provides some simple mindfulness tools that will help you gain a direct experience of what it means to be more mindful.



BRYN JONES

Bryn Jones MA. Bryn works as a psychotherapist, clinical supervisor, and lecturer. He is co-author of the book *Dramatherapy; Reflections and Praxis* in which he discusses the role of silence in therapy and everyday life. He has been practicing and teaching meditation and mindfulness for over twenty years. He delivers mindfulness programmes in public, educational and corporate settings as well as blending mindfulness elements into

his psychotherapeutic practice. Bryn first encountered meditation on a retreat in Sri Lanka and following several years of personal practice, he lived for seven years in Malaysia teaching and practicing as a Buddhist monk. Today he draws on a broad range of meditational and mindful approaches to support individuals in living well, feeling well, and building fruitful relationships with others which are characterised by clarity, personal responsibility, and creativity.

PRACTICAL D&I SESSION. TOOLS & TECHNIQUES TO FIND DIVERSE TALENT

MARTIN LEE LEAD **TALENT SOURCER** **@ MICROSOFT**

We all know the benefits of hiring diverse candidates but for researchers and sourcers it is sometimes a challenge to actually find them especially with some sites not giving diversity filters. In this session Martin will show you some ways you can do this straight away and shows tools that Microsoft uses to achieve their diversity targets.

MARTIN LEE

Martin is an ERA committee member and is the Lead Talent Sourcer for Microsoft in the UK, finding technical and sales people for Microsoft's biggest customers.

He has over 20 years' experience and has headed research and sourcing teams across EMEA and APAC as well as running numerous classroom training events.



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*Restrictions apply, see www.amazon.co.uk/gc-legal



CURATING CAPABILITY FOR COMPETITIVE ADVANTAGE

VIJAY LUTHRA MANAGING DIRECTOR PROSPUR,
HEAD OF PARTNERSHIPS AT THRIVA HEALTH AND
INSTITUTE OF DIRECTORS EXPERT ADVISOR AND
AMBASSADOR

We live and work in a disrupted world. Global pandemics, war, erratic economic cycles, and rapid technological advances are the shape of not just our present but also our future. In this Volatile, Uncertain, Complex and Ambiguous (VUCA) world, organisations need the right capability - teams, processes, and technology, to survive and thrive. Constant innovation is the key to survival and growth.

Diversity from age, gender, social background, ethnicity, and age through to technical and professional background has therefore never been more important. But is the answer to identify exceptional individuals as the 'War for Talent' would suggest, or is the role of the Executive Search practitioner to 'curate' a diverse team that binds and operates as a coherent and aligned human element of capability?



VIJAY LUTHRA

Vijay is a highly experienced, commercially focused and impact driven executive and management consultant who has operated at Board and SMT level. He leverages a decade of consulting experience and a further decade of industry experience to help CEOs of purpose driven organisations to reap the business benefits of transformation, innovation, and technology through outstanding strategy execution.

At the age of two, Vijay was diagnosed with chronic kidney disease which led to renal failure in 2004. After a period on dialysis, Vijay received a kidney transplant in 2006. Vijay is drawn make a difference to others living with long term health conditions. He now specialises in Healthtech, EdTech and National

Security - leveraging innovation, technology, and diverse teams to build capability to execute for purpose driven companies helping build a healthier, better educated and more stable world. Where companies are increasingly challenged to innovate to compete in a VUCA world; Vijay believes building purposeful, diverse organisations is the key to competitive advantage and impact.

Vijay is also an Expert Advisor and Ambassador for the Institute of Directors, a Chartered Project Professional, and a Fellow of the APM and RSA. In 2021 he was a finalist for IOD London & South's Director of the Year Award for Innovation. He is a former school governor and councillor in Southwark.

THE IN-HOUSE VIEW - HOW TO BUILD A SUCCESSFUL CAREER IN-HOUSE AND HOW TO PROVIDE VALUE AS AN EXTERNAL RESEARCHER PARTNERING WITH IN-HOUSE TEAMS

CAROLINE GRAYSON
NEWGENT WISE PLC - HEAD
OF EXECUTIVE RECRUITMENT
& INTERIM GLOBAL HEAD OF
RECRUITMENT

First, we'll explore the challenges, benefits and career opportunities for researchers who are considering building a career in-house. Then we'll look at how external researchers can build successful partnerships with in-house teams.



CAROLINE GRAYSON

Caroline's early career was in Executive Search, holding positions at both Korn Ferry & Russell Reynolds before moving in-house with The Coca-Cola Company to set up their talent sourcing function across Europe. This ultimately led to a move to Istanbul to take up a broader TA leadership role across Turkey, Central Asia, Caucasus & Russia.

On her return to the UK, she worked with Google's in-house Executive Search team before setting up her own talent consulting business.

In 2021, Caroline joined Wise plc, one of the world's fastest growing, profitable technology

companies. Her initial remit was to set up an in-house leadership & executive recruiting function. Most recently she has stepped into the Global Head of Recruitment position on an interim basis, leading 80+ Wisers spread across 4 international locations helping Wise to continue to scale at speed.

Caroline has a passion for mindfulness and has trained at Oxford University to teach Mindfulness Based Cognitive Therapy.

STRENGTHENING YOUR COMMITMENT TO SUPPORT DIVERSITY & INCLUSION

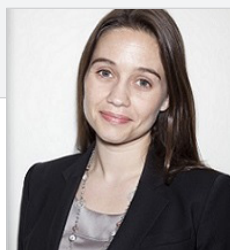
HEIDI BRAUN SENIOR SOLUTIONS CONSULTANT @ CLUEN

Heidi will talk about the importance of Accessibility in technology and the ways you can make sure your organisation is setup to support D&I with Accessible tools for your team.

HEIDI BRAUN

Heidi joined The Cluen Corporation in 2002. Over the last 20 years she has helped thousands of executive search and sourcing teams all over the world evaluate, implement, and manage executive search technology. Through both her work at Cluen and on her free time, she plays an active role a helping executive search professionals' network and benchmark best practices. Heidi began her career in the search industry in 1997 at a boutique where

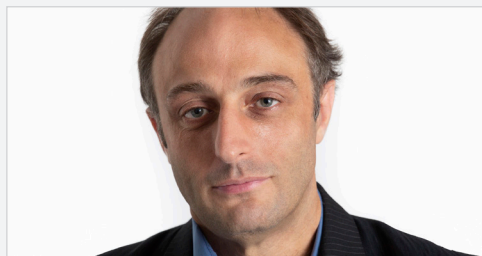
she managed her firm's proprietary database while conducting research and candidate development. Just prior to joining Cluen, she spent a year working with a start-up recruitment portal and publication selling online and print advertising to businesses who serve the recruiting industry. It's here that she met Cluen and as they say, the rest is history.



BEYOND KEYWORDS: WHY TRADITIONAL SEARCH TECHNIQUES DON'T TELL THE FULL STORY

JASON STARR CEO @ DILLISTONE GROUP

A keyword search for "Toys" will not find the CEO of Hasbro. A search for "Fintech" will not find the CEO of PayPal. A search for "Drinks" will not find the CEO of PepsiCo. In this presentation, Jason Starr, CEO of Dillistone Group Plc, will demonstrate the solution - live.



JASON STARR

Jason is CEO at Dillistone Group Plc - an AIM listed supplier of technology and services to executive search and research. He has spoken on topics associated with recruiting at events in Europe, the US and Asia - including at a number of previous ERA events.

In addition to his day job, Jason is an NED with PCIPAL a high growth fintech company, also listed on AIM, and a season ticket holder at Leyton Orient who are definitely, definitely, definitely getting promoted next season.

THANKS TO OUR SPONSORS



Talentis is a revolutionary executive research tool with integrated project management functionality designed for executive search and research. It streamlines candidate sourcing to find executives that users of LinkedIn Recruiter alone will miss. Indeed, users of Talentis typically report finding twice as many candidates as on LinkedIn alone - because of our unique approach to augmented keyword matching.

Talentis can be used as a standalone platform or alongside an existing CRM solution. Launched in 2021, Talentis is brought to you by the team behind FileFinder Executive Search software.

Benefits of Talentis:

- Search across our 250 million profile candidate pool
- Unlimited access to all profiles, regardless of LinkedIn network size or Recruiter product
- Find candidates with our proprietary "augmented keyword" technology
- Manage executives search projects with virtually no data entry, all within Talentis - or export to alternative CRMs
- Share shortlists with clients with our exporting and client portal functionality
- Exceptional pricing for the ERA Members

ERA members who sign up with Talentis within 30 days of the conference will receive 20% off their first year (with an annual subscription or a month-to-month subscription).

Please visit our stand to request your special promo codes.



Cluen has over 30 years of recruitment database development and implementation experience spanning six continents. Cluen's technology helps organizations nurture important relationships, track historical data, and win new business.

Our proven software, Encore Max, can be accessed from any browser and hosts powerful integrations with Outlook and Gmail to keep all your client and candidate notes and communication in one place. Artificial Intelligence (AI) tools such as LinkedIn profile and résumé/CV parsing make it easy to add new data into Encore Max while preventing duplicates of companies and people.

Used globally, Encore Max has tested feedback over decades to become the leading trusted system for retained search.

The latest updates in Encore Max allow you to:

- Reduce administrative tasks like data-entry with process-based workflows
- Automate emails to support closeout process and generate reports quickly
- Access a modernized and redesigned Client and Candidate Portals
- Meet compliance standards under WCAG 2.1 (Web Content Accessibility Guidelines) to make Encore Max a truly accessible software that works with all standard assistive technology. To read more, check out our latest article in the News & Articles section of www.cluen.com

Cluen's experts are here to share best practices for relationship-driven recruiting and data management, regardless of which software you use. For more information visit www.Cluen.com/ERA or contact info@cluen.com

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