

#BullhornEngage

ENGAGE®

Key takeaways from Engage Boston 2025

Introduction

Within these slides, you'll find some of the key points shared by presenters at Engage Boston 2025. For a more in-depth summary of this year's sessions, keep an eye on the [Bullhorn Staffing Blog](#) and follow Bullhorn on LinkedIn to see recaps of many sessions published throughout the coming months.

Leveling up your leadership in a challenging market



Mary Beth Gunerra

President, Nesco Resource

Empower your people with the right tools, knowledge, and freedom to perform at their best. Engage by building professional yet personal connections with your people to develop a high-performing culture through commitment and motivation. Excel through continuous improvement, grit, and striving for high standards.



Ashley Holahan

CEO, IDR

In a world driven by AI and automation, never forget: the most powerful business relationships are built on authenticity. They're not transactional—they're rooted in integrity, respect, and a commitment to follow through on your word.



Liza Palermo

*Chief Experience and
Marketing Officer, Staffmark*

Have an intentional change management and HR impact plan to coincide with advances in data automation and AI that includes effective communication of your vision, gap analysis of your workforce's required competencies, a performance management and adoption plan, and - most importantly - training.



Krista Rouse

*Vice President, Product
Insight Global*

We are in the business of people. Our clients, the people we put to work, and the people we work with. Make connecting with people your top priority. Strong partnerships (and business success) are built on curiosity, listening, and understanding the problems to be solved, then tackling solutions together.

Automation All-Stars



Ryan Gemmill

*Director, Global TA Operations
& Contingent Workforce
Management*

*For effective automation, it's
crucial to create and
consistently follow clear
rules for organization and
documentation.*



Amy Slager

*Director of Solutions
LRS Healthcare*

*Strategic automation and data
hygiene are not just operational
upgrades—they are
transformative levers that drive
efficiency, unlock hidden talent,
and reduce costs.*



Erin Fryar

*Division Vice President
of Software Solutions,
All Medical Personnel*

*Before implementing
automation, it's essential to
have a clear and thorough
understanding of the existing
process. Automating an
inefficient or poorly designed
workflow only amplifies its
problems.*



Bella Zamborini

*Director of
Business Solutions,
Manpower*

*Bullhorn Automation is essential for
driving engagement—it connects all
touchpoints across marketing and
recruiting, helping us balance
communication frequency.*

The future of staffing: Where will demand rise and fall?



**Sunny
Ackerman**

*Global Managing
Partner,
On-Demand Talent
Heidrick & Struggles*



**Tammy
Browning**

*SVP and Group
President
Kelly Services*

- AI has solid potential, but it's not the one-stop shop many expected, and more employers will use AI to **improve the candidate journey**—not just to automate hiring.
- In 2025, unique human experiences will stand out in an era of automation and standardization. Therefore, organizations must strengthen **Employer Value Propositions** (EVPs).
- Firms are moving **from generalist to specialist**, emphasizing the importance of specialization in recruiting.
- **Total talent management** is gaining momentum. Staffing firms need to understand there is a convergence of talent pools for full-time and contingent labor.
- We are **moving beyond just placing a person on a job order** – the need to bring our own technology stack, consultation, and data are an expectation.
- As AI becomes our new normal, we need a better way to **upskill and reskill** talent.

AI champions:

Getting started with AI



Chris Arrigali

Chief Technology Officer, Take2

The true power of AI is unlocked when business strategy and IT execution move in sync. Alignment is not optional, it's the foundation for real outcomes.



Jonah Rader

President,
Connected Healthcare

With tools like AI, organizations have a once-in-a-lifetime opportunity to transform how everyday work happens — shifting energy from busy work to what truly drives a company's growth: its people and their success.



Erik Snyder

Director of Operations,
A-Line

AI implementation will uncover opportunities for improving your processes. Embracing these opportunities will enrich your data, streamline your workflows, and create a better experience for your users.



Caitlin Garavalia

Manager, Enterprise Business
Systems, Optomi

AI is an enabler; it has to align with our business goals, so we ensure people, processes, and data are in place to support it.

Data is the new capital: How to mine yours for gold



Melissa Rosen

*VP, Global Services
Sales
Bullhorn*



Thomas Perso

*VP of Information
Technology
Trillium Staffing*

3 golden rules of data hygiene:

1. Data hygiene is everyone's job – not just IT's.
2. Create a maintenance plan to prevent data decay.
3. Centralize control of data across your systems.

The next generation recruiter:

How to measure success in an age of AI



**Laura
Bumby**

*Director,
Sales & Strategy,
Bullhorn*

Don't wait for AI to be perfect. Measure progress by empowering recruiters to evolve. The next generation recruiters will emerge from doing, testing, learning, and improving with AI in real time. Success isn't about flawless execution. It is about measurable outcomes that build trust, prove ROI, and drive adoption from the ground up.



**Nicole
Krensky**

*Director,
Product Marketing,
Bullhorn*

We're entering a new era of work defined by collaboration, not competition, between humans and AI. Measuring success means redefining metrics to include AI as part of the team – what could you accomplish with team members who never sleep, never drop the ball, and never forget to follow up?

What's in your tech stack?



Juan Fiallo

Head of North America
Technology,
Manpower Group

Real transformation goes beyond technology - it's about the powerful intersection of people, process, data, and technology - and technology is a catalyst, not the destination.



Steve Morin

CIO,
TalentLaunch

It is absolutely critical to have total partnership with Operations in strategizing, designing, and deploying evolution in your tech stack.



Catherine Pearson

President, Fastaff, Springboard
& HCS, Springboard

Don't start with tech—start with the business problem. Flashy tools that don't solve real, specific problems are just expensive shelfware.

Marketplace speed pitch: Building a tech stack to power your people



Understand the problem

Empower your team to identify where processes are broken or barriers exist, and help to identify the solution.



Focus on adoption

Think about adoption before implementation even begins, identify team members to define use cases, help test, and champion change.



Measure and adapt

Creating your tech stack is an ongoing cycle, measure what works and be ready to continuously adapt.

The modern middle office



Rob Waddell

*Executive Vice
President and CIO,
Eliassen Group*

The best approach to implementing Bullhorn starts with engaging leaders to establish business imperatives to understand how they map to the solution to realize speed to value. Take an iterative approach to realizing full ROI.

Integration technology evolution enables selecting best of breed solutions with clarity in System of Record and data synchronization rules. The integration was completed in 20 months, with 4,000+ contractors migrated and accurately paid/billed within the first week.

Middle office is complex. The best way to mitigate risk is to control and manage change by communicating effectively, on a frequent basis to key stakeholders, especially payroll, billing, and training teams.

AI spotlight: How to amplify the power of your workforce



Will Hayes

Chief Operating
Officer, *IDR*

- 1. Embrace the mindset.** Bullhorn Amplify has transformed how we recruit. By scaling AI, we redirect our energy towards building relationships and delivering value, while repetitive work runs on autopilot.
- 2. Make the operational shift.** 40% of our team is involved in some sort of technology pilot. You have to understand the impact of AI on different teams, identify new KPIs to measure, and get buy-in from leadership and teams.
- 3. Take the steps to get there.** Once we embedded agents into our broader automation strategy, we really saw the ROI accelerate. Now we let AI take the lead in search, match, and screening. AI is woven into every step of our workflow.

Finding your competitive advantage:

Winning new business in a tight market



Rich Smith

*Co-Founder & CMO
Atlas MedStaff*

Using the Bullhorn Marketplace, we implemented Toro to analyze unstructured data from recruiter calls and texts — not just for metrics, but to mine those conversations for missed bits of information. We expanded our knowledge of that candidate with just one call, and saw a noticeable increase in our candidate submissions — and more importantly, recruiters felt heard and supported.



Allegra Highsmith

*VP of Recruiting
Goodwin Recruiting*

We re-implemented foundational and systematic sales training, supported by trainers, role play, and playbooks that are consistent across the board. Having a simple method of techniques, and then demonstrating results in live client interactions, is the ultimate path to success for sales training.



Andrew Bull

*President
ALKU*

We've trained our Salesforce to ask for three unique candidate interviews per opening, as that increases the likelihood of making a placement.

Visit the [Engage Content Hub](#) for more insights from this year's conference.