

# 2021 HRD OF THE YEAR AWARD WINNERS



## Jordan James Barry

When Jordan James Barry joined MIB in 2018, he became the organisation's first chief people officer to be appointed to the executive committee. Within four months, Barry introduced a dynamic strategy that helped secure £32 million in funding, doubling the size of HR and its budget. He formed an HR "hit team" that shadowed managers over a 12-month period, providing coaching and support during that time. MIB's Glassdoor rating jumped from 2.2 to 4.2. MIB also achieved a mean engagement score of 4.1 out of 5, the highest engagement score of any UK company in its first year of adoption. Barry was recognised with the sustainable workforce award.



## Dr. Sally Jackson

Sheffield Hallam University experienced great transformation after Dr. Sally Jackson joined the team as chief people officer. She is responsible for strengthening the human resources and organisational development directorate and the University's people strategies by leading initiatives like the "Hallam Deal," a two-way partnership that explained what the university will provide in support of staff and what it expects in return. She also released an annual survey to monitor progress, increase response and satisfaction rates, and address arising issues. Dr. Jackson was honored in the non-profit category.



### Clare Martin

Clare Martin's goal at Jardine Motors Group was to create initiatives that reduced employee turnover, increased engagement, and attracted more diverse colleagues. As HR director, she drove a new image for the organisation that focused on gender diversification by creating programmes like "JMG Women" and "JMG United" that supported and trained women and LGBT+ employees. She also implemented a new benefits programme that enhanced maternity and paternity leave and provided additional well-being and digital services. Martin was honored in the large market category.



### Hayley Tatum

SVP and Chief People Officer Hayley Tatum was central in Asda's COVID-19 response. After taking guidance from peers at Walmart China, she successfully shifted 4,000 people to remote work and created daily communications for leaders and colleagues to stay connected. She was instrumental in getting the Asda board to keep 15,000 workers with underlying issues employed with full pay whilst the organisation safely implemented its COVID strategy. In March, Asda's online ordering served 400,000 customers per week, jumping to over 800,000 by December and now, serving over 1 million orders each week. Tatum's team created a friends and family emergency hiring programme that welcomed 22,000 new colleagues in less than four weeks. The speed of Asda's hiring response lowered the application-to-joining time from 10-plus days to two days.



### Ibrahim Musa Umar

Within 11 months of being appointed CHRO of 9mobile, Ibrahim Musa Umar drove many initiatives that directly impacted employee engagement, staff loyalty, and shareholder sentiment. He completely overhauled HR policies, instituting governance and compliance by ensuring guidelines were adhered to by employees of all levels. This ultimately renewed trust in HR. He also revamped the organisation's total rewards strategy and delivered bonus payouts business-wide based on business performance. Umar was recognized in the mid-market category.



# 2021 TALENT ACQUISITION LEADER OF THE YEAR AWARD WINNERS



## Sandra Dillon

As vice president of talent development, Sandra Dillon was at the forefront of Kemira's global implementation of a revamped employer brand and enhanced recruitment model. These initiatives significantly increased brand awareness in target talent markets like China, Finland, Poland, and the U.S. Dillon also made technology a key focus by putting AI at the centre of the recruitment process to drive bias-free decision-making. The organisation's new hire engagement rating is currently 17 points above Glint's external benchmark. Dillon was honored in the mid-market category.



## Quintet Private Bank

In 2020, Quintet's four TA specialists built their entire team from scratch. The team worked with 1,800 employees and other HR specialists to bolster recruitment and crush hiring targets. The usage of employee referrals and sourcing channels resulted in an estimated savings of €6 million. They also kept a pulse on company efforts by issuing experience surveys to employees. Quintet Private Bank was recognized with the for-profit team award.



### Miles Rossiter

Miles Rossiter, vice president of talent acquisition, was responsible for vast improvements at Mastercard, which included a keen focus on diversity and inclusion. This led to a diverse batch of grad and young professional new hires and helped in building out talent pipelines for all levels. Leading a team scattered across 33 countries, Rossiter was able to reduce spending by \$1.8 million and improved the overall business feedback score to 64% year-over-year. Rossiter was honored in the large market category.

# 2021 Most Admired Employer Brand Award Winners

**AKBANK**

### Akbank

In recent years, Akbank positioned itself to become one of most innovative digital banks in Turkey. The company issued internal and external surveys to tap into the culture of what employees desired from the company. From there, they identified three key aspects of life that drove their EVP: work, learn, and live. Akbank was honored in the imagery category.



# 2021 Most Admired Employer Brand Award Winners



## Nationwide Building Society

In the last two years, Nationwide Building Society completely changed its strategy and operational delivery from reactive and transactional to data-driven and proactive. This change led to an increase across many spectrums including the creation and implementation of a COVID brand and an attraction strategy with a strong social media presence. The organisation also launched its first highly-targeted tech recruitment campaign that gained 3,874 applications, resulting in 680 filled roles. Some of the company's other changes included a content refresh of its LinkedIn career page that received 12,000-plus visitors, driving 764 applications; the introduction of new CRM strategy to nurture talent pools; and a reduction in the time and cost per hire that resulted in record low attrition for nine of 12 months. Nationwide Building Society was recognised in the innovation category.



## Schneider Electric

Schneider Electric's mission of providing energy, efficiency, and sustainability for all was achieved by pioneering the digitisation of energy and processes. With representation in 38 European countries and 32 Middle Eastern countries, Schneider Electric created a global strategy that allowed growth of the employer brand in more than 100 countries. The company operates from purpose and highest standards, ensuring employees are empowered and fulfilled. Schneider Electric was honored with the overall most admired employer brand award.