

# Oli Fletcher - 2023 HR Leadership Award Winner



Red Sea  
Global



  
RECIPES FOR SUCCESS

## Ingredients

- 1 tsp empowerment
- 2 tsp dedication
- 2 tbsp collaboration
- 2 tbsp visionary
- 1/2 cup inventiveness
- 1 cup fearlessness
- 2 cups influential

## Method

1. Centralized talent acquisition to ensure efficient hiring while providing an excellent candidate experience.
2. Introduced gamification and video interview to the hiring process.
3. Collaborated with marketing team to develop a strong employer brand.
4. Leveraged technology to streamline the recruitment process, including implementing AI and data analytics.

## Results

*TA team services 35 companies and subsidiaries, utilizing clear service level agreements and global best practices.*

*Successfully launched programs to upskill and train young Saudis in alignment with the corporate mission.*

*Implementing a data-driven approach in the recruitment process has resulted in more informed decisions regarding recruitment strategies, candidate selection and talent management*