



## **TALENT THINK INNOVATIONS LLC/ THE ARISTOCRACY OF HR MEDIA KIT**

### **PROFESSIONAL BIOGRAPHY**

*Chief Innovations Officer of Talent Think Innovations, LLC, HR Blogger and Founder of [“The Aristocracy of HR”](#), Recruitment, HR Technology, and Talent Management Strategist*

Janine’s career spans over nine years in HR and Recruitment. She holds a B.A. in Psychology from Hofstra University and five advanced human resources certifications from Cornell University’s School of Industrial and Labor Relations. Her HR travels have taken her through the world of pharmaceuticals, healthcare, staffing and now science R&D. Janine is a respected voice & leader in the HR community both among her peers and people she has had the good fortune to help.

It is through the trials and tribulations of her career travels and her passion for HR that she created [Talent Think Innovations, LLC](#) in January 2013. Her aim is to move the discipline of HR from being transactional and compliance focused to a discipline that is a catalyst for businesses to create innovative and smart cultures. The aim of Talent Think Innovations is to get businesses back to the basics of making talent their first priority. It is her belief that this one action- when done genuinely- will make for a productive and happy workforce.

Janine doesn’t just preach innovation-she lives it. A globally-known figure in the social media space, she contributes for [TLNT](#), [Performance I Create](#), and [Hiring Boss Asia](#), where she isn’t afraid to tackle the obstacles and issues facing employers and employees alike. She has been quoted by [Maternity.com](#) , [SHRM](#) and [US News Careers](#). From [guest hosting Twitter chats](#) to [webinars](#), she proves that innovative HR has value and is fast becoming the new business imperative.

Connect with her on [LinkedIn](#) and [Google+](#). Visit her blog “The Aristocracy of HR”. Follow her tweets on Twitter [@CzarinaofHR](#).



## TALENT THINK INNOVATIONS, LLC/ THE ARISTOCRACY OF HR

Talent Think Innovations, LLC is a unique HR consulting/advisory business started by Janine in January 2013. After years of working as an HR practitioner, she has decided to correct the inefficiencies that all too often happen in business. She accomplishes this by creating a simple model that helps businesses put their talent first, while fostering smart processes, policies and practices in cultures that champion innovation at all levels. These three timeless business imperatives are what Janine regards as "[the trinity that every business should adopt](#)".

Her offerings are grounded in Talent Management and HR Technology service offerings for a variety of client needs.

Much of the ideals that are behind the creation of Talent Think Innovations, LLC have been spoken about weekly on her globally recognized blog "The Aristocracy of HR".

The Aristocracy of HR (TAOHR) is a HR blog that was created in September 2011 to discuss Talent Management triumphs, blunders, and best practices. Janine also known as "CzarinaofHR" on the blog provides the "look and feel" of a true Aristocratic HR society or as her motto says "HR otherwise would be uncivilized". Managing people comes with complexities. "The Aristocracy of HR" provides weekly relevant and thought provoking commentary on all things HR to help leaders and employees improve their craft.

### Blog/Social Media Statistics

8,000–10,000 page views per month

140 subscribed readers

All blog content is syndicated and shared with over 50,000 people across social media platforms

Over 3,600 followers on Twitter along with consistent traffic on our Facebook page

600+ LinkedIn contacts that are engaged and reading "The Aristocracy of HR"

### INDUSTRY ACCOLADES

#### January 2013

XpertHR UK- Employment Intelligence Blog names Janine N. Truitt one of the "[Global Voices of HR in 2013.](#)"

The Starr Conspiracy's HR Blogger Network names "The Aristocracy of HR and Janine N. Truitt one of the [top 40 HR bloggers under 40 years old.](#)



### April 2013

[Louisiana SHRM State Conference Social Media Team Member](#)– Baton Rouge, LA

### June 2013

Named #79 on Huffington Post's ["Top 100 Most Social Human Resources Experts on Twitter."](#)

Member of the SHRM National Conference Social Media/Blogger Squad– Chicago, IL

### September 2013

Hosted Society of Human Resources (SHRM) #nextchat Twitter Chat for the second time. Topic: ["Growing Your Own Talent"](#) This chat generated 1,293 tweets. I was only the third person to generate over 1,000 tweets during this chat.

### October 2013

[#SMAC Summit](#) at the NY Business Expo– Social Media Team– Rated as one of the top 10 influencers for this event by Kred.

[Named one of the top 50 people most mentioned by recruiters on Twitter.](#) @CzarinaofHR number #46

### February 2014

Featured in Ebony Magazine's Light Passions Fire Valentine's Day Series: "Cheek to Cheek" (page. 89)

### October 2014

Featured in Black Enterprise Magazine's Wealth For Life Article– "Increasing Your Income Through Education" (page. 41 & 42)

### November 2014

I was one of thirty VIP Futurists invited to the first ever [IBM Thinkathon: Hacking the Future of Work Event](#) in New York City from November 17<sup>th</sup>–19<sup>th</sup>.

## WEBINARS AND RADIO

### October 2012

ERE Media– [Building Your "Recruiter Brand" Using Social Media Webinar](#)

### June 2013



CareerBuilder- [High Performance Postings Webinar](#)

## RADIO APPEARANCES

October 2012

[Drive Thru HR with Bryan Wempen and William Tincup](#)

January 2013

Secklow Sounds Radio Milton Keynes, United Kingdom, - [Business Lunch Programme with Jim Cleland](#)

April 2013

[Drive Thru HR with Bryan Wempen and William Tincup and Nisha Raghavan](#)

[Listen and Learn: Live Job Interview on #InternPro Radio #53](#)- co-panelist with Steve Levy

March 2014

[Local Job Network.com- \(Management Decisions Show with Tim Muma\)](#)

May 2014

[Drive Thru HR with Bryan Wempen and William Tincup and Nisha Raghavan](#)- Performance I Create co-panelist with Sarah Williams

October 2014

[Drive Thru HR with Bryan Wempen and William Tincup and Nisha Raghavan](#)

## SPEAKING ENGAGEMENTS

April 2013

Abilities Inc. Albertson, NY- “Building Your Personal Brand Using Social Media”

May 2013

#truUnconferences- #truNewYork (Stack Exchange Offices, NY, NY) - “Social HR Minimalism” (track leader)

June 2013



The Winning Edge Conference- Hofstra University, NY- “Building your Employment Brand Using Social Media”

October 2013

G+ Hangout- Ask the Experts Panel- SHRM Michigan State Conference- Topic: “Social Media for the HR Professional”

November 2013

[#Dicetru New York City](#)- Technical Recruiting Event #truUnconferences (HeadHunter Labs, NY, NY) - “High Performance Job Postings”

December 2013

[#truCollegeRecruiter](#)- CollegeRecruiter.com conference (EY Headquarters, NY, NY) “How Employers Can Partner With Colleges and Universities to Bridge the Skills Gap”

January 2014

[HR.com Talent Acquisition Excellence Forum](#)- (San Francisco, CA) “Employment Branding For Attracting Quality Hires”

April 2014

[Louisiana SHRM State Conference](#) - (Baton Rouge, LA) “Get Real About Your Good Faith Efforts”

September 2014

[New York State SHRM Conference](#)- (Buffalo, NY) “Harnessing Social Talent To Drive Business Outcomes”

## NOTABLE ARTICLES

[The Futurism of HR Technology: Virtual Learning](#)- The Aristocracy of HR blog

[The HR Department of 2020: 6 Bold Predictions](#)- New Talent Times Blog (quoted)

[Hiring Otherwise Would Be Uncivilized](#)- Smart Recruiters Blog

[University Recruiting Is Game On or Game Over - What Are The Rules To Win?](#)- WePow Blog (quoted)

[When Applicant Tracking Systems Attack](#)- ERE.net

[Entrepreneurs Share Their Best Business Advice - Week of June 16th](#)- CEO Blog Nation (quoted)



[Entrepreneurs Share the Story Behind Their Brand – Week of June 23rd](#)– CEO Blog Nation (quoted)

[Starting a Part-Time Business: Entrepreneurs Reveal What You Should Know](#)– YFS Magazine (quoted)

[Scandal: How To Deal With Bad Publicity and Negative Reviews](#)– YFS Magazine (quoted)

[What Companies Look For in Entry-Level Employees](#) – The Network Journal (quoted)

[What Not to Do in An Interview](#)– The Network Journal (quoted)

[Taking Maternity Leave: How to Prepare](#)– Maternity.com (quoted)

[How Do Recruiters Use LinkedIn to Find Engineers?](#)– EngineeringJobs.com Magazine (quoted)

[5 Things Recruiters Loathe But Hate to Admit](#)– ERE.net

[To Automate or Not to Automate...That is the Question](#)– The Aristocracy of HR

[Childcare Perks Keep Employees in the Workforce](#)– Real Business.com (quoted)

[How to build an employer brand on a small budget](#)– Monster Thinking Blog (quoted)

[How to recruit a more diverse talent pool](#)– Monster Thinking Blog (quoted)

[Scoring a Pay Raise that Matters](#)– Main Street.com (quoted)

[5 Things Employers Don't Want You to Know About Salary and Benefits](#)– US News & World Report– On Careers (quoted)

[The Secret To Hiring Well](#)– US News & World Report (Money Careers) (quoted/interview)

[What's wrong with Sheryl Sandberg's 'Ban Bossy' campaign](#)–(featured via TLNT.com)

[5 things you must communicate during a layoff](#)– (featured via TLNT.com)

[Spotlight Friday: An Interview with Janine N. Truitt, HR Representative at Brookhaven National Laboratory](#)

[What is the Best Format for a Job Posting?](#)– Employment Crossing (quoted)

[Talent Advisor Profile: 3 Questions for Janine Truitt](#) – CareerBuilder Hiring Site Blog (featured)

[The Art of Employee Poaching: A Guide to Luring Candidates for Your Position](#) – US News & World Report– On Careers (quoted)



### Sponsored Posts

[The Push and Pull of Recruitment](#)- iCims Hire Expectations Blog

[Five Things You Need To Know About Onboarding](#)- iCims Hire Expectations Blog

[The Power of Onboarding](#)- (iCims product review)

[“Beyond Recruiters: Making The Hiring Process Easier For Candidates”](#)- (iCims product review)

[Optimism: The Future of Talent Strategy](#)- (Xerox Corporation)

[“Out of Her Comfort Zone”-The London Sessions: Mary J. Blige Album Review](#)- Capitol Records/BLinkMarketing

### E-Books/Books

[The Development Scale: Leading The Right Shift To Self and Organizational Development](#) (Performance I Create) Contributor- “Adopting an Entrepreneurial Mindset to Ignite Your Development Opportunities”

“A Necessary Evil: Managing Employee Activity on Facebook, Twitter, LinkedIn... and the Hundreds of Other Social Media Sites” By, Aliah D. Wright (SHRM Books) (quoted Chapter 1, Page 2)

## PRICING

**Guest Posts**- This offering provides you a well-written, insightful blog post on a mutually agreed upon topic, 500-700 words in length- plus promotion of the article across all social platforms.

**Price:** \$350

**Whitepapers**- A whitepaper on a mutually agreed upon topic can be written collaboratively with the sponsor. This is a project-based offering that pricing would be determined on a case-by-case basis.

**Price:** varies

**Product Reviews**- This is a 500-700 word post about your product with two unique links back to your website on my blog. It includes promotion across all social media platforms.



Price: \$700



**Webinars**- This is a thirty minute to an hour webinar hosted by my hosting partner on an HR or HR Technology topic. As a sponsor, you will be introduced and allowed to give a brief introduction of your product at the beginning of the webinar. You will also have input into the webinar content and will have your introductory slide branded with your logo displayed.

In addition, I usually write a webinar preview on the blog that will be seen across all social media platforms.

My webinars usually have 500+ registrants.

Price: \$1500-1800 (price negotiable if hosted by sponsor)

**Speaking Engagements/Panels**- I am available to conduct workshops, trainings or appearances at conferences and/or panels at events.

Price: \$1800 plus travel & lodging

**Additional Projects and/or Partnerships:** To be negotiated on a case-by-case basis.