

TALENT & CAREER STRATEGIST

# Marilyn Maslin



(303) 653-5625 | [marilyn.maslin@gmail.com](mailto:marilyn.maslin@gmail.com) | [www.linkedin.com/in/marilynmaslin](http://www.linkedin.com/in/marilynmaslin) | [marilynmaslin.com/](http://marilynmaslin.com/)

Marilyn Maslin is a talent and career strategist with more than 20 years of experience helping leaders clarify their value, strengthen their positioning, and navigate career growth, transition, and reinvention in a hiring market shaped by AI, shifting employer expectations, and changing workforce demands. Her background spans HR consulting, recruiting, assessment, leadership development, executive coaching, and career strategy, giving her a broad view of how talent is evaluated, how hiring decisions are made, and what helps professionals stand out.

As Chief Talent & Career Strategist and co-founder of Career Footprint, Marilyn leads a boutique advisory founders to Fortune 100 executives. She advises senior leaders on executive positioning, job search strategy, personal branding, leadership transitions, and pivotal career decisions, informed by real-world employer insight, business and market analytics, and a strong command of how hiring is evolving. Career Footprint has earned Torch Award recognition for service and integrity, underscoring the firm's reputation for trusted guidance, high standards, and meaningful results.

Marilyn's perspective is strengthened by work on both sides of the talent equation. In addition to guiding thousands of professionals, she has led organizational effectiveness and talent initiatives across industries, including a global engagement spanning 26 countries at Vaadin and strategic HR leadership work at the United Soybean Board, where she supported major staff growth, talent planning, retention, succession, and executive decision-making. Earlier in her career, she helped build the people infrastructure and talent strategy for a rapidly expanding fintech during a period of significant growth and acquisition readiness.

Known for strategic insight, thoughtful guidance, and a steady, grounded approach, Marilyn helps people make smart career decisions at pivotal moments. She holds a bachelor's degree in psychology from the University of Arizona, along with credentials in people analytics, positive psychology, psychometrics, and futures thinking. She has also advised MBA students and alumni through the University of Arizona and Caltech Alumni Services and supported Surge Institute cohorts on personal branding and positioning. In parallel, Marilyn advises a select portfolio of senior executive clients through Executive Career Partners, keeping her closely connected to the realities of today's executive hiring landscape.