

Marilyn M. Maslin

Denver, CO | (303) 653-5625 | marilyn.maslin@gmail.com | www.linkedin.com/in/marilynmaslin | marilynmaslin.com/

Talent & Career Strategist

Talent and career strategist helping professionals sharpen their positioning, strengthen their brand, and navigate job searches in a market being reshaped by AI and changing hiring practices. Brings a well-rounded perspective shaped by work in HR consulting, recruiting, assessment, leadership development, executive coaching, and career strategy. Especially focused in future of work and the real-world impact AI will have on jobs, careers, and the broader employment landscape.

Professional Experience

Chief Talent & Career Strategist · Career Footprint · Denver, CO/Remote · 2007 - Present

Co-founded and continues to lead a boutique talent and career advisory practice serving a select client base of executives and organizations. Current scope includes executive branding, job search strategy, recruiting insight, and leadership advisory, while remaining available for broader in-house, fractional, contract, and consulting opportunities.

- Built and led a distributed team of **8 to 12** certified writers, shaping quality standards, delivery strategy, and service excellence.
- Advises senior leaders on executive positioning, market strategy, stakeholder messaging, and high-stakes career decisions, informed by evolving hiring practices and AI-driven screening trends.
- Shapes thought leadership on career strategy, hiring trends, and the future of work, strengthening the firm's market visibility and credibility.
- Uses business and market analytics to guide service design, operational efficiency, and strategic decision-making.
- Coaches on succession planning, leadership transitions, and career strategy across industries and functions.
- Contributes to workforce innovation efforts as an AI Yield Evaluator for the **Workforce Evolution Initiative**, with a focus on organizational efficiency and future-forward talent strategy.
- Advised MBA students and alumni through the University of Arizona and Caltech Alumni Services on career strategy and professional positioning.
- Guided 50+ members across four cohorts at the Surge Institute on personal branding and positioning.
- Delivered career transition services to professionals transitioning from Young Life and The Navigators.
- Sustained an **A+ BBB rating** and earned **Torch Award** recognition.

Senior Career Strategist · Executive Career Partners · Remote · 10/2024 - Present

Advises a select portfolio of senior executive clients through an ongoing engagement focused on executive branding, LinkedIn optimization, job search strategy, interview preparation, and negotiation support.

- Designs **full-cycle campaigns** including personal websites, recruiter outreach, interview prep, and negotiation.
- Collaborates cross-functionally and educates clients on tech-savvy tools to accelerate visibility and results in today's evolving job market.

Global Senior HR Consultant (Contract) · Vaadin · Turku, Finland · 12/2023 - 2/2024

Spearheaded a large-scale global assessment and team-building engagement for a global web application platform for Java developers. Collaborated with teams in **26 countries** across Asia, Europe, the Middle East, and the Americas to strengthen team cohesion and address specific concerns.

- Synthesized assessment data and employee feedback from **120+** leaders and team members to identify organizational themes, validate findings, and inform leadership action.
- Converted data into executive-level insight, organizational priorities, and actionable recommendations.
- Facilitated **Executive Leadership Team** sessions on improving **organizational efficiency** and team dynamics.
- Designed and led a company-wide interactive program that strengthened distributed team communication, problem-solving, and innovation across regions.

Head of People / Senior HR Consultant · United Soybean Board · St. Louis, MO/Remote · 10/2019 - 12/2023

Built the HR infrastructure from the ground up for the farmer-funded, USDA-regulated soybean checkoff. Served as a trusted advisor to leadership on policy, compliance, culture, compensation, and talent planning.

- Developed and executed a strategic people plan that supported **nearly 50% staff growth** while strengthening recruitment, workforce planning, and onboarding.
- Transitioned talent acquisition work in-house, improving quality of hire and reducing **cost-per-hire by 20%**.

- Designed a professional development and upskilling program that supported **87%+ annual retention** during a period of organizational change.
- Led employee listening sessions to surface workforce themes, informed leadership decisions, and strengthen engagement.
- Designed and implemented a digital OKR-based performance and engagement system that reached full adoption.
- Partnered with the CFO on compensation analysis and bonus program updates to improve attraction and retention.
- Led the annual CEO appraisal process for the Executive Board of Directors, managing survey design, analysis, executive debriefs, and recommendations informed by feedback from board members, direct reports and partners.
- Built people analytics, workforce dashboards, and annual trends reporting to guide executive decision-making and long-range talent priorities.
- Designed leadership succession and mentoring program to strengthen bench depth and organizational continuity.

Early Work

Human Resources Consultant · Cattlemen’s Beef Board | Beef Checkoff

Built a future-focused workforce capability model for the beef industry, USDA-regulated agribusiness. Led enterprise job architecture work, including job families, levels, and evaluation frameworks. Conducted skills-gap analyses and partnered with leadership on reskilling pathways and role evolution. Updated the employee handbook.

Strategic HR & Talent Consultant · Maslin Group

Advised organizations across SaaS, technology, advanced manufacturing, transportation, rail, real estate, agriculture, government, and nonprofit sectors on people strategy, workforce planning, organizational alignment, and talent decisions.

People Operations Manager · Rink & Field

Co-founded and helped build an omnichannel retail business, leading people operations, team development, and the transition to ecommerce. Built and led an 8-12 person team.

Psychometric Consultant & Trainer · PDP Global

Expanded client relationships and tripled the client base while delivering behavior-based assessment solutions and facilitating leadership, communication, and team-building programs for leaders across SMBs and Fortune 500 companies. Earned **Top Performer** recognition **four times**.

Human Resources Manager · Formation Technologies, now Harland Clarke

Built the people infrastructure and talent strategy for a rapidly expanding fintech, supporting growth from 60 to 250+ employees, helping prepare the company for acquisition, and earning an **MVP Award** for impact and leadership.

Areas of Expertise

Talent Strategy · Career Development · Job Search Strategy · Personal Branding · Assessments · Workforce Trends
 Recruiting & Talent Acquisition · Career Coaching · Interview Preparation · Leadership Positioning · Compensation & Benefits

Education | Certifications | Service

Bachelor’s in Psychology (High Honors) · University of Arizona

Positive Psychology Certification · University of Pennsylvania

People Analytics Certification · Wharton School of Business - University of Pennsylvania

Introduction to Futures Thinking · Institute for the Future

Certified Psychometrics Administrator and Train-the-Trainer · PDP Global

Career Mentor · Denver Rescue Mission