Shannon Moorman

Global Chief Talent Officer
WPP

Shannon Moorman is Global Chief Talent Officer at WPP, where she leads executive talent and the global Talent Acquisition Center of Excellence for one of the world's largest marketing services organizations. Her remit spans executive search, executive succession and pipeline development, employment branding, and WPP's talent acquisition organization worldwide — alongside enterprise workforce strategy, AI talent transformation, and the modernization of WPP's early talent, flexible talent, and offshore strategies.

Shannon is architecting WPP's shift from a decentralized, transactional hiring model to an integrated, predictive talent system — one connected supply chain governing how the company identifies, evaluates, deploys, and develops talent across a global network of more than 100,000 people. She is at the forefront of applying AI to talent selection and recruiter augmentation, grounded in a simple conviction: hiring is an exercise in prediction. In a disrupted market, past performance in stable contexts is a weak signal; learning agility is the predictor that travels.

Her track record at WPP includes launching a centralized Flex Talent capability that delivered $16M in savings in its first year year, building an executive search and onboarding function that increased diverse representation in senior hiring by 52% while saving $22M annually, and leading the global consolidation of talent acquisition across WPP's agency networks, overseeing a team of more than 800 talent professionals.

Prior to WPP, Shannon held senior talent leadership roles at GSD&M (Omnicom) and R/GA (IPG), where she led talent transformations through periods of significant growth and expansion. She is a founding member and board participant of AIR (Allies in Recruiting), has served on the 4A's Diversity & Inclusion Board, and is a member of

Chief. Her recognition includes a Cannes Lion for innovation in talent attraction. She is a frequent speaker on AI-era talent strategy, the future of work, and the changing shape of the workforce.