Access to Experts

Rachele Ferri , Global Senior VP, Talent Strategy & Employer Branding , UNIVERSUM

Rachele advises the largest organizations in the world. She works with many of the Fortune 100 companies, helping them to maximize and leverage their strengths as an employer and to lay the foundation for successful development of employer branding strategies.

Rachele leads workshops with the HR, Marketing and Communications Executives from the largest organizations in the world, helping them to redefine, strengthen and brand their Employer Value Proposition both globally and locally. As a global expert in Employer Branding, Rachele has discussed global recruitment trends in various conferences and seminars around the globe (most recently in China, Singapore, UK, Sweden, India, Canada and the United States). Rachele relocated to Singapore in September 2011 to run client strategy for Universum across APAC and to help global organizations with an interest in strengthening/localizing or building their Employer Brand across the region.

Rachele obtained her undergraduate degree in Journalism and Public Affairs with highest honors from the University of Texas at Austin. Her professional experience includes Corporate Communications Consultant for Community Srl, Anchor and International Network Correspondent for CNBC in Milan, Italy and President of Nova Global, a Universum sister company that helps organizations build talent pools across the world. Rachele is a member of MENSA and Kappa Tau Alpha National Honor Society. As Global Sr. Vice President of Talent Strategy and Employer Branding at Universum Rachele has been quoted in many of the world's top media including NY Times, Wall Street Journal, CNN, Fortune, Businessweek, Times of India, Bloomberg.

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