Access to Experts

Brett Underhill , Director, Recruiting Programs , Prudential

Brett oversees the employment recruitment branding and marketing strategy to position Prudential as a top employer in the market place. (i.e., social media, mobile & desk top career sites, search engine marketing/optimization, print/digital advertising,). She is a member of the LinkedIn Experts Advisor Group and a LinkedIn 100 Summit inductee. She just completed her participation in a Conference Board Research Working Group, Enhancing Talent Acquisition through Social Media. The purpose of the study was to establish strategies and metrics for capturing ROI, branding and content strategy techniques that companies can leverage while developing social media recruitment strategies. Prior to joining Prudential, Brett worked 8 years at American Express, 5 of those years in global campus recruitment and 3 as an HR generalist. She earned her BA from Indiana University, Bloomington and her MA from New York University.

Recent Professional Presentations • The Power of Employment Branding, Networking Enhances Women's Success event, 5/8/2013 • Leveraging Social Media to Win the War for Talent, ere.net webinar, 5/30/2013 • Enhancing your Employment Brand-The Right Social Strategy for Your Organization, Conference Board Social Media for HR & Communications Executives Seminar, 6/25/ 2013 • LinkedIn Recruiting: What's Next ? Talent Pipeline: How Pfizer, Prudential Financial and Red Hat are Driving Success, NY, 6/12/ 2012 • Prudential MKGT X.0 Series Embracing the Brand; Demonstrating the Brand Promise, 7/30/2012 • Recruiting ROI: Turning Traditional Metrics on Their Head, LinkedIn Talent Connect, 10/11/12 Recent Articles • Prudential careers mobile site featured in a Wall Street Journal, McDonald's Caters to Job-Seekers on the Go. The site was ranked top 7 as a "front runner" among Fortune 500 companies, 3/25/2013 • Prudential featured in Wall Street Journal, How your smart phone can get you a job, 4/ 24/ 2013 • Social media job seeker tips were included in Star Ledger, Miller: More employers are adding mobile career websites, but the list is still small, 5/5/ 2013

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.