

## **Tim Brennan, Chief Visionary HiringSmart Canada Inc.**

Tim Brennan is fascinated by processes, and has spent the better part of his career studying why people and organizations can seem to get the hiring process so right once, and then completely miss the next time.

After graduating from Queens University with a Bachelor of Arts and a Bachelor of Education, Tim spent 13 years with Hostess Frito-Lay working in Sales, Management, IT, Key Accounts and Human Resources where he was Training Manager for Eastern Canada. During his time as Training Manager, Tim questioned traditional hiring practices that focused on experience and education while ignoring critical factors like job-fit, core values and beliefs. As a result Tim developed new insights into the differences between top performers and bottom performers, and new processes to find, hire and keep the best people.

In 1998 Tim left Hostess Frito-Lay to start HiringSmart Canada, with the goal of helping North American businesses improve recruitment results by providing the tools and advice to develop their own more successful hiring and employee retention processes. Today, HiringSmart Canada Inc and HiringSmart International Inc. provides over 1200 organizations throughout North America with the resume-less “HiringSmart” system to improve efficiency, increase revenues and cut expenses.

Tim is also a talented and engaging speaker, who finds himself in demand across Canada. He readily admits that he doesn't have all the answers, but he does ask the right questions. His unique case-based seminars use real life examples to entertain and educate participants in a practical and memorable way.

Tim and his wife, who is a professional musician and freelance writer, live with their two children in Halifax, Nova Scotia, where he says, with a smile, “Because of the time zones, we're slightly ahead of the rest of Canada.”

