



**Steven J. Smith, SHRM-CP, PHR**  
**PRACTICE DIRECTOR, HR CONSULTING**

**THE VALUE I BRING**

**Talent Attraction Strategist**

- Helps organizations improve how they attract qualified candidates
- Applies marketing, SEO, AI, and candidate experience strategy to recruiting
- Builds stronger job ads, career site experiences, and employer brand messaging

**Builder of Scalable Hiring Systems**

- Designs recruiting processes that improve consistency and visibility
- Helps teams move from informal hiring to structured talent acquisition systems
- Supports HR technology evaluation, optimization, and adoption

**Practical HR Technology Advisor**

- Helps organizations choose and use tools that support better hiring and workforce decisions
- Connects applicant tracking, HR systems, reporting, and process design
- Focuses on technology that improves efficiency without overcomplicating the work

**Full Employee Lifecycle Perspective**

- Supports strategy across hiring, onboarding, retention, development, and workforce planning
- Helps organizations identify where people processes are creating friction
- Connects talent acquisition strategy to broader HR and business outcomes

**WHY ME**

Steven J. Smith helps organizations move from reactive hiring to strategic workforce planning. With more than two decades of experience across HR, recruiting, talent attraction, HR technology, and employer branding, Steve brings a practical, marketing-driven approach to building better people systems.

As Co-Founder of ApplicantPro and author of *The Hiring Tree: Laws of Applicant Attraction*, he helps organizations connect recruiting strategy, candidate experience, HR technology, analytics, and retention into a more effective talent engine.

**WHY STEVE'S APPROACH WORKS**



**Recruiting is marketing.**

Steve helps companies understand that every candidate touchpoint shapes the employer brand.



**Systems create consistency.**

He builds processes, tools, and frameworks that help leaders hire with more clarity and confidence.



**Data improves decisions.**

Steve helps organizations use people data to identify patterns, improve hiring outcomes, and reduce avoidable turnover.



Steve helps organizations build practical talent systems that attract better candidates, improve hiring outcomes, and support long-term workforce growth.

**Practical Strategic. Built for better hiring.**