

## BETH BLATCHFORD, SHRM-CP

Melrose, MA | 781-710-0653 | [bblatchford3@gmail.com](mailto:bblatchford3@gmail.com) | [LinkedIn Profile](#)

---

### STRATEGIC HR & TALENT LEADER

People-centered, results-driven HR executive with extensive experience leading high-impact recruitment teams and enterprise-wide hiring strategies. Proven ability to drive organizational growth through inclusive hiring, employee engagement, performance development, and strategic HR initiatives. Trusted advisor to executive leadership with a passion for continuous improvement, DEI, and aligning people practices with business goals.

#### Core Competencies:

Talent Strategy | Workforce Planning | Employee Experience & Engagement |  
Employer Branding | Onboarding & Retention | Recruitment Metrics & KPI's |  
Candidate Experience | Process Optimization | Team Leadership & Development

---

### EXPERIENCE

#### HR Consultant & Educational Sabbatical

Professional Development & Consulting | Jan. 2024 – Present

- HR Consultant for The Food Drive, LLC.
- Bachelor of Business Administration, HR Management - Southern New Hampshire University (8/2025).
- SHRM-CP from the Society for Human Resources Management certification (5/2024).

#### Director, Talent Acquisition

Santander Holdings – Boston, MA | Feb. 2016 – Dec. 2023

**Strategic Recruitment Leadership:** Led strategic talent initiatives for corporate functions and business teams including Commercial, Investments, and Automotive. Partnered with HRBPs and business leaders to establish workforce plans and address evolving organizational needs.

- Managed and coached a team of recruiters and sourcers, utilizing technology AI tools to enhance performance and career growth.
- Directed full lifecycle talent acquisition, onboarding, and internal mobility, supporting a national footprint with 25% travel throughout the U.S.

**Technology & Process Optimization:** Established recruitment KPIs and dashboards to drive performance, improve time-to-fill, and enhance candidate and hiring manager satisfaction.

- Designed and launched a Talent Acquisition SharePoint site, centralizing resources for a 65-member team.
- Created a Hiring Manager Toolkit and competency-based interviewing training to empower managers in hiring and retention efforts.

**Organizational Design:** Led the Talent Acquisition vertical for the overhaul of job descriptions and salary structures, consolidating 20,000+ roles to streamline internal consistency and equity.

**Talent Programs & DEI Initiatives:** Spearheaded employer branding campaigns and DEI programs, creating scalable solutions to attract diverse talent.

- Developed and implemented programs including the Key Talent Program (global internal mobility), Commercial Credit Training Program (internal and external), Risk Leadership Development Program (internal), and Investment Banking Analyst/Associate Program (annual hiring of 40+ candidates).

### **Senior Recruiter**

BNY Mellon – Everett, MA | Jan. 2006 – Jan. 2016

#### **Strategic Workforce Planning & Execution:**

- Built out the Alternative Investments function, developing a hiring plan for a 40-person team across all subfunctions. Managed timelines and budget, successfully delivering the project on time and within scope.
- Led redeployment initiatives, achieving a 56% placement rate during site closures through strategic partnerships with HR and leadership to offer relocation and upskilling opportunities.

**College Recruiting:** Built and scaled a strategic college recruitment program, achieving 150+ hires annually through partnerships with 60+ educational institutions.

#### **DEI & Compliance:**

- Led Affirmative Action program and successfully navigated OFCCP audits to ensure compliance.
- Chaired the Recruitment & Retention Committee for BNY Mellon's Employee Resource Groups (ERG's), launching diversity career expos to support corporate DEI goals.
- Recognized as **Diversity and Inclusion Champion** for contributions to *YearUp* Boston.

### **Earlier Career Roles:**

**Human Resources Officer** – Citizens Bank

**Lead Project Associate, Talent Acquisition Consulting** – AON Consulting RPO

**Recruiting Business Partner** – FleetBoston

---

## **TECHNOLOGY PROFICIENCIES**

**HR Systems:** Workday, PeopleSoft, Oracle Fusion, Taleo, Jobvite, SAP-SuccessFactors

**Tools:** Talent Neuron, LinkedIn Recruiter, Handshake, CoPilot, Canva

---

## **BOARD SERVICE**

### **Treasurer, HR Consultant, & Fundraising Event Chair**

The Food Drive, Inc. – Greater Boston, MA | Nov. 2020 - present

Support a hyper-local food rescue program serving 10 communities, coordinating with local nonprofits, businesses, and volunteers.

---

## **EDUCATION & CERTIFICATIONS**

**Bachelor of Business Administration/HR Management:** Southern New Hampshire University

**SHRM-CP:** Society for Human Resources Management

**Certified Diversity and Inclusion Recruiter:** AIRS

**Certified Agile HR Explorer:** Just Leading Solutions