**Outstanding Achievement**

**Lisa Kramer, RBC**

CACEE Contributions:

Championing the value of CACEE, Lisa has transitioned her membership to each new company as she moved through her career. Lisa has been a proud member of CACEE for 15 years, and has made significant contributions to the organization, including:

• Board Member - National Board (2012 - 2014)
• Chair - Awards & Recognition Committee (2014)
• Chair - Membership Committee (2013)
• Programming Committee Year-End Conference (2012 & 2013)
• Programming Committee CACEE National Conference (2012)
• CACEE Silent Auction Committee (2012)
• Programming Committee CACEE Regional Conference (2011)
• Director-Employer CACEE Ontario Regional Board (2003-2006)
• Co-chair CACEE Ontario Regional Conference (2004)
• Committee Member CACEE Ontario Regional Conference (2003)

As Chair of the Awards and Recognition Committee in 2014, Lisa led the overhaul of the CACEE Awards and Recognition Program, which included:

1. Retiring the historical “CACEE years” and implementing a new point based system to track the contributions of the association’s volunteers
2. Introduction of a “Member’s Choice” vote to determine winner in the Excellence categories
3. Increased promotion of the award program resulting in 27 nominations

In 2013, Lisa re-launched the Campus Recruiter Certification Program with current CACEE President, Nancy Moulday. The new program was expanded to a full-day session and introduced additional revenue generating opportunities for the association.

Lisa is also a champion of using social media to amplify compelling association content. She leveraged her expertise to build CACEE’s social strategy and helped create tweets for updates and conferences. She also helped to facilitate training for the Executive Director, and recommended hiring of a work-study student to maintain execution of the social account moving forward.

In addition to her board and committee work, Lisa has presented at numerous CACEE conferences, sharing her knowledge of student talent acquisition and the effective use of social media for campus recruiting.

Above and beyond her day job and involvement in CACEE, Lisa is a thought-leader and advocate for the campus recruiting industry. She regularly shares her knowledge and expertise by contributing to the work of the association’s partners, including:

1. Brainstorm Consulting’s Campus Recruitment Forum Sessions - Guest Presenter
2. TalentEgg - Article Contributor, Office Hours Participant, Guest Presenter
3. JobPostings – Article Contributor
4. CAFCE – Workshop Presenter
5. Various University & College Career Centres – Provided Professional Development and Social Media Workshops

Campus Recruitment Experience:

Director - Global Campus Recruiting
RBC 2013 – Present

National Campus Recruiting & Diversity Lead
Accenture 2010 - 2013

National Manager - University/College Recruiting
Siemens Canada Limited 2005 - 2009

Senior Consultant – Campus Recruiting
CGI 2002 - 2004

Senior Campus Recruiter
ATI Technologies 2000 – 2002

Student Recruitment & Admissions Officer
Ryerson University 1998 – 2000

Student Recruitment Officer
University of Waterloo 1997 – 1998

Student Recruitment Co-ordinator
Wilfrid Laurier University 1996 - 1997

Campus Recruiting Honors & Awards:

Lisa’s results have long been demonstrated through the accomplishments and innovations of her teams. Further confirming her influence and value, the industry has also recognized her achievements with multiple awards, including:

RBC - Platinum Team Performance Award September 2014
RBC - Silver Individual Performance Award September 2014
CACEE - Corporate Recognition Award May 2014
TalentEgg - Campus Recruiting Program of the Year Award May 2014
TalentEgg - Best On-line Campus Presence Award May 2014
CACEE - Excellence in Innovation - Technology Award May 2014
CACEE - Gold Volunteer Recognition Award May 2014
Enactus - Recruitment Team of the Year April 2014
TalentEgg - Campus Recruiter of the Year Finalist April 2013
TalentEgg Campus Recruiter of the Year May 2012
CACEE 15 Year Volunteer Recognition Award June 2012
CACEE Excellence in Innovation - Technology Award June 2012
CACEE 10 Year Volunteer Recognition Award June 2006

Selected LinkedIn recommendations:

Stefan Kerry - Manager, Office of Co-operative Education at Ryerson University
Lisa is an exemplary recruitment professional who offers a wealth of experience in co-op/intern and new graduate hiring. Over the years we have collaborated on a number of initiatives to help students succeed in the job search process. She is also an excellent communicator and presenter and is always willing to connect people and resources to help them achieve their goals. Lisa continually looks for ways in which she can improve the effectiveness of her work, and is dedicated to making an impact. She’s one of the people I call on for advice when I’m looking for an employer’s perspective on ways we can enhance our services.

Lauren Friese - Founder of TalentEgg Inc
One month after Lisa joined RBC, I asked her how she had been able to accomplish so much in so little time. The innovation and growth of the team and their initiatives in that period was unmistakeable. I was amazed. A year later, I remain amazed at all that Lisa has accomplished at RBC. A massive presence among students, a huge online following, a world-class team – and these are just the things that I know about. A lot of people talk about using social media for recruiting, but very few people walk the talk. Lisa Kramer is one of those very few. Since launching her personal Twitter account, which she uses to effectively attract and recruit top students, she has become a case study in the campus recruitment world - a role model for employers who are interested in social media, but not quite sure how to get started.
Lisa remains a leader in the field of campus recruiting, and I'm personally excited to see what she does next.

Melissa Larson – Senior Campus Recruiter at RBC
When it comes to Campus recruitment there is no one better than Lisa Kramer. I have had the privilege of working on Lisa’s team now for the past year and have loved every moment. It is because of Lisa’s dedication and drive which attributed to my growth and passion for campus recruitment. Lisa is a great leader, she takes the time to mentor and guide her team to be successful. Additionally she has the company’s best interest at heart and knows how to connect with students and career centers. Through social media initiatives and her positive approach, Lisa has put Accenture on the map and helped shape the company’s brand on campus.

Kelly Heggie - Assistance Director, Rotman
Since Lisa has joined RBC, the Campus team definitely leverages social media more and the LinkedIn sessions in the summer discussing the different Campus programs at RBC were very helpful for students. I would also comment that the Campus team has become more streamlined and focused since Lisa started. This makes it very easy to know which Campus team member to connect with for each particular program.
Jennifer McCleary - Director, Centre for Business Career DevelopmentAs a Career Centre at a business school, we appreciate employers engaging students outside the traditional company information session. RBC’s LinkedIn chats allow students to actively learn about the bank’s culture, career paths, opportunities and online networking techniques. In my opinion, RBC has leveraged their campus brand in a unique way that will serve them well with future campus recruitment processes.
Amit .A. Hinduja – Lead Recruiter at IBM Canada Ltd.
It was a pleasure working with Lisa. I have worked with Lisa closely on various Grad recruiting seminars and visited a few universities with her. Lisa enjoys doing campus recruiting and truly believes in it. Any company who want to get young talent into the organization, Lisa will be a perfect candidate. It’s because of Lisa that I've started implemented Campus recruiting in my current organization.

Thank-you to the CACEE Awards & Recognition Committee for reviewing this nomination. We believe Lisa Kramer has made a significant contribution to the field of campus recruiting over the past 18 years and is deserving of the Outstanding Achievement Award for 2015.