

Nominee Name – Alicia Embrey

Current Position – Recruitment Consultant Leader

Company/Organization – Principal Financial Group

Company Phone Number – 515.235.5829

Company Address – 711 High St.

Des Moines, IA 50392

E-mail Address – Embrey.alicia@principal.com

Date of birth – June 28, 1980

College(s) attended and Degree(s) earned –

William Penn University – Bachelor's in
Business Management.

Drake University – Master's in Organizational
Performance and Adult Learning.



Industry certifications: HRCI's Professional in Human Resources (PHR) and SHRM's – CP.

Business accomplishments (job responsibilities, special projects, business related affiliations, etc.).

I have been with The Principal for the majority of my professional career. I attended school full time while working full time through both my undergrad and graduate degree programs with a young son at home. While challenging, I was determined to complete those degrees to better myself both personally and professionally. My career started as an administrative assistant and while in that role, I was encouraged by my leader to go back to school. Because of her faith in me, I did enroll and started the process. While attending school, I had the opportunity to move into Human Resources at the front desk which was actually a step back. But I knew in order to get to where I wanted to be, I would need to take a step back to take two steps forward. I quickly grew within the recruiting department into a support role for the recruiters into a technical recruiter and trainer role. During this time, I had completed my undergrad and made the decision to pursue my master's. The program was considered full time and it took me two years to complete while continuing to work full time. I then took a short hiatus to do global recruiting for Compressor Controls in Urbandale where I was recruiting engineers in locations such as Russia, Brazil, India, Abu Dhabi and more. I also had the opportunity to travel to Abu Dhabi where I met with international search firms, relocation companies as well as the local office to build a more indepth understanding of the work they were doing and the overall environment. After about 18 months, I came back to the Principal into a recruiting manager role. I am responsible for bringing in top talent to our organization and helping them find the right fit within our organization as well as leading a team of highly talented full time recruiters and contractors. I consult with leaders across the company on talent strategies and how to best broaden our candidate pools which include relocating individuals to Des Moines. It's fulfilling to see our community continue to be recognized as a top place to live and work and just as fulfilling to get other people to see that and want to be a part of it. I have placed individuals at all levels within the company and the excitement of finding the right place for someone never gets old! Matching an individual's skills, experiences as well as potential with the right leader and the right position is what keeps me going.

In addition to my day to day activities, I am actively involved in organized recruiting functions that are broader to the community and state whether it is a college related event or workforce development event. While I can't hire everyone, I love being able to provide guidance to help them find the best role for them, wherever that may be! I've taken that a step further and am using my HR background with the two non-profits that I am a part of. As a board member of the Norwalk Student Education Foundation, I am actively engaged in the community and raising money to help minimize the financial constraints for teachers and scholarships for hard working students selected by their peers and administrators. With Community Youth Concepts, I have helped in the selection process for approximately three positions including reviewing and scoring resumes, interviewing and making recommendations for salary and title as well as policy decisions that have a broader HR scope with three other committee members.

Civic Leadership (board involvement, etc.) – Norwalk Student Education Foundation (Board Member since October 2010). Community Youth Concepts (Personnel Committee Member since February 2015)

Achievements, Awards, Special Recognitions – Since my tenure at The Principal began in 2001, I have been promoted five times including a management position as well as selected to rotate into the business area that I recruited for in order to better learn the skills of the technical positions I was recruiting for. Upon my return to The Principal, I was asked to take on a business unit that had been through four recruiters in 18 months and were unhappy with the service that had been provided to them. I was charged with working with the senior leadership in that business unit to change their perception of the recruiting function and aggressively fill open positions that had been open for some time. The feedback from that business unit has been overwhelmingly positive as the turnaround happened in less than 12 months.



ALICIA EMBREY, PHR

PROFILE

- Human Resources professional with experience in financial services and oil/gas industries. Ten years plus HR experience including employment support, new employee on-boarding, recruiting, training/mentoring, strategic planning, and project management
- Proven success in leadership, project management and collaboration
- Excellent communicator capable of developing & fostering business relationships with all levels across an organization

EDUCATION & CERTIFICATIONS

SHRM – CP, October 2015

HRCI - PHR Certification, January 2008

Master's in Organizational Performance & Adult Learning, Drake
University

~Emphasis in Human Resources and Leadership

Bachelor's in Business Management, William Penn University

EXPERIENCE

Recruitment Consultant Leader, Principal Financial Group, Des Moines, IA Aug. 2014 - Current

- Areas of expertise include: Human Resources, Retirement Distribution/Sales (nationwide)
- Regular communication with hiring leaders to discuss staffing needs and set expectations for hiring process.
- Focus on strategic planning and action items for strong business unit people results
- Source, screen, and hire internal and external candidates at various levels; non-exempt through director in various capacities across the organization
- Promote Des Moines as a great place to work and live to potential employees across the U.S.
- Train new and experienced hiring leaders related to recruiting/interviewing process
- Lead a team of high performing recruiters and contract employees with full HR responsibilities

Global Recruiting/HR Manager, Compressor Controls Corporation, Urbandale, IA Feb. 2013 – July 2014

- Saved \$450,000 (45%) in outside recruitment costs in the first year
- Full project implementation of HireVue (online & ondemand video interviewing)
- Manage vendor relationships and negotiation of placement contracts including preferred terms & conditions
- Responsible for all global recruitment activities across the organization including developing staffing strategies for current and future staffing needs
- Lead projects related to recruitment, assessments, training & development, and onboarding
- Utilize various technology to enhance the recruitment process (OnDemand interviews, sourcing tools, applicant tracking system, etc.)
- Consult with all levels of leadership on the develop of broad strategy and policies where there is a staffing impact
- Maintain relationships with HR and business management team to ensure staffing strategy aligns with business need

Sr. Recruitment/Talent Consultant, Principal Financial Group, Des Moines, IA Dec 2009 – Feb 2013

Rotated back to HR

- Areas of expertise include: Investments, IT, Accounting, Actuarial
- Regular communication with hiring leaders to discuss staffing needs and set expectations for hiring process.
- Focus on futuristic planning and action items for strong people results
- Source, screen, and hire internal and external candidates at various levels; non-exempt through director in various capacities across the organization

- Trainer for new and transferred employees into HR Recruiting, including revising curriculum
- Train new and experienced hiring leaders related to recruiting/interviewing process

Project Manager, Principal Financial Group, Des Moines, IA

Dec 2008 – Dec 2009

Rotation into the business from HR – working within the Corporate Project Office, specifically the Marketer Services & HR Project Offices. Focus on projects that provide service & support to Distribution & HR

- Manage projects to successful completion, with time, quality, and cost constraints considered.
- Provide effective project management leadership through planning, organization, decision making, communication, and collaboration.
- Promote project management processes, communicate suggested improvements and utilize project scheduling tools effectively.

Sr. Recruitment Consultant, Principal Financial Group, Des Moines, IA

March 2006 – Dec 2008

- Area of expertise include: IT, HR, & general corporate positions
- Consistently ranked as a high performer, receiving top scores in the department from hiring leader & candidate surveys
- Regular communication with hiring leaders to discuss staffing needs and set expectations for hiring process.
- Source, screen, and hire internal and external candidates at various levels; non-exempt through director
- Active participant in strategic planning/recommendations with leader working groups on future state of career paths, salary planning, and talent rotation.
- Participate in networking events, campus and professional career fairs as well as diversity events as a representative of Principal Financial Group.
- Misc. projects for HR Recruiting Leadership team as needed (On-line recruiting manual, procedure documentation, parking strategy, intern on-boarding, 2007 HR United Way Co-Chair, Employee Opinion Survey Focus Group, etc.)
- Manage and maintain Principal IT Scholarship
- Leadership over campus recruiting team – focus on target schools for career fairs and Principal Day

Staffing Specialist, Principal Financial Group, Des Moines, IA

June 2004 – March 2006

- Assist Recruitment Consultants, Sr. Recruitment Consultants, & Recruiting Managers to schedule & coordinate interview process for qualified candidates. Generate candidate correspondence through interviewing process.
- Communication between applicants, recruiters, and hiring leaders.
- Coordinate on-boarding for new employees each week.

Administrative Assistant, Principal Financial Group, Des Moines, IA

July 2001 – June 2004

Scheduling Coordinator, Sears Credit, West Des Moines, IA

October 1997-July 2001

COMMUNITY INVOLVEMENT & LEADERSHIP

Board Member, Norwalk Student Education Foundation (NSEF), Norwalk, IA

Oct 2010 – current

- Provide resources to enhance educational experiences and opportunities for the students in the Norwalk Community School District
- Participate in community and school events to raise awareness of the foundation
- Lead various fundraising efforts in order to fund afore mentioned resources

Committee Member, Community Youth Concepts, Des Moines, IA

Feb 2015 – current

- Help oversee human resources and organizational policy and procedures via the Personnel Committee.
- Help to ensure a positive workplace and creative culture that puts youth and community needs first.

December 18, 2015

Dear 40 Under 40 Selection Committee,

I would like to give my strong support to recommend Alicia Embrey for the 40 Under 40 list. I have been Alicia's direct supervisor for several years and through that time, have been continually impressed by her drive, strong character, and compassion for others. Alicia continuously strives to not only make herself better, but to improve the lives of those around her.

When I first met Alicia, she was a new receptionist in our department. As a young mother, she shared with me that she had at times needed to rely on government assistance, but was working on her bachelor's degree and focused on advancing at work to make a better life for her family. She applied her work ethic and focus to quickly advance through *five* promotions from receptionist to becoming a recruiting manager in our organization. During that same time, she went to school part time to earn **both** a bachelor degree and master degree. Despite a full schedule with raising a child, working, and going to school, she still made it a priority to help others in her community, using her leadership skills to pay it forward to others.

Alicia's resume highlights her career, academic, and community involvement. What it doesn't highlight is her tireless efforts to help others in the community. In her role as a recruiter, she takes great satisfaction in helping people find the right job fit for them. She knows that being able to pay the bills and put food on the table, take pride in your work, and have a job where you feel like you are making a difference in the world is a gift, one that she feels fortunate to be able to give. Often, I can hear Alicia on the phone advocating for her candidates and sharing in the excitement of extending an offer. Many candidates indicate Alicia is the reason they chose to join our company, knowing that her concern for their welfare is indicative of the type of experience they will have with their leaders and coworkers at our organization.

Thank you for your consideration of Alicia Embrey for the Des Moines 40 Under 40 list. Alicia would be an excellent addition to the list and the recognition would be well deserved.

Sincerely,
Kacie Sires
Assistant Director – Recruiting
Principal Financial Group
515-235-9058

12/16/2015

Des Moines 40 under 40 Selection Committee:

I am writing this letter to recommend Alicia Embrey for this year's 40 Under 40 award. I have known Alicia for 15 years – first meeting her when we worked in the same area at Principal Financial Group (PFG). Since that time Alicia has advanced in her career due to her strong drive and desire to succeed. Her first position was that of an administrative assistant – but unlike any administrative assistant I have experienced. Her involvement, drive and desire to do things right was evident on a daily basis. Working with her you knew she was someone special and destined for great things.

Within a few years of starting at PFG Alicia began attending night school to move forward with her career and took a position in the Human Resources department which was where her interest lay. As a working Mom, she juggled many things to ensure she was successful at work, home and school.

This paid off greatly as she has advanced to her current position within PFG as a leader in the HR Recruiting area. She is an admired employee and trusted resource – with many people seeking her out for her knowledge and advice. Her attitude and willingness to help others has helped to cement her place as a leader within our company. She is forward thinking and called upon frequently by leaders in her area to work on strategic projects. She continues to look forward in her career and I can't wait to see where she will land next.

In addition to the contributions she has made at work, she has been an active member of her community. Since 2010 she has been a Board Member of the Norwalk Student Education Foundation (NSEF). During her tenure she has worked to help provide resources for teachers and students alike in the Norwalk Community School District. Alicia has participate in community and school events to raise awareness of the foundation and led various fundraising efforts to fund these items. A few of those events include Drive for your School by Ford Motor Company, annual Taste for Education events, and the foundation's most recent event, Rockin' Education, where they raised over \$15,000! It was the first event of its kind for the foundation and was incredibly successful.

In 2015 she became a committee member of Community Youth Concepts in Des Moines. As part of this group she has helped to oversee HR and organizational policies and procedures as part of the personnel committee. This has included hiring for specific positions as well as helping to make a determination on various policies that would impact the nonprofit and the staff.

In addition to these specific items Alicia can often be found volunteering for a variety of organizations within the community. She is focused on making Des Moines a better place.

Alicia is an energetic, positive, hardworking, ethical, forward looking leader and would be an excellent choice for the 2016 40 Under 40 awards.

Sincerely,

Shannon Kern
1340 SE Olson Drive
Waukee, IA 50263
shannonkern@gmail.com

Kathy Mudge
8448 Buchanan Trail
Norwalk, IA 50211

December 21, 2015

Dear Forty under 40 Selection Committee,

I am writing on behalf of Alicia Embrey regarding her recent nomination to the Forty under 40. Alicia and I met through a mutual friend approximately six years ago and have remained close since that time. I have gotten to know Alicia quite well and can thoroughly vouch for her character and abilities.

Alicia is a pleasure to be around both professionally and personally. She has demonstrated a pleasant and positive attitude and always seems to be able to make nearly every work and personal environment fun and interesting. When given an opportunity to be a leader, she takes it. For example, a few years back a non-profit group was organized in our community by the name of NSEF (Norwalk Student Education Foundation) to help fund scholarships, provide support and resources for our teachers and students that are not available in other ways. In this organization, I have been able to watch Alicia demonstrate from the beginning on how to make this organization a success. She has advertised tremendously, worked in every capacity she can from washing dishes to creating a successful fundraising event from the beginning to end. At the current time, she continues to hold a position as a board member of this wonderful organization.

On a personal level, I have been able to see how motivated and determined Alicia can be when it comes to achieving a goal. She not only taught me, she encouraged me, and she stood by me to make sure I could achieve a personal goal for myself and for herself and that was to run not only the Dam to Dam but the IMT Half Marathon a few years back. She time managed run times for us, she sent positive and encouraging emails, quotes and wisdom our way to make sure we stayed on track during our training regiment. She was a success in making not only herself achieve a personal goal but mine as well.

With Alicia's relentless motivation both professionally and personally, I do believe she would be a wonderful person for your Forty under 40 award.

Yours truly,
Kathy Mudge



Date: 12-21-15

Re: Alicia Embrey

I am writing this letter to recommend Alicia for the next class of the 40 under 40 group. Alicia and I have interacted professionally for over 11 years. I have always been astounded at her level of professionalism and commitment to her career. She has been excelling in the Human Resources field since before I knew her. Alicia has spent countless hours guiding and helping young professionals engage at the Principal Financial Group as they start their career. There is a large group of young Des Moines professionals that have been positively influenced and pushed in the right direction because of her.

Even with the time commitments to her job, I have seen her being a fantastic mother and dedicated to the community in which she lives. She has parlayed her experiences in human resources to helping not for profit youth organizations like Community Youth Concepts and the Norwalk Student Education Foundation. I've had a great deal of experience with non-profits, and experts in human resources are a huge need.

Alicia has all of characteristics I would look for in a member of the 40 Under 40 group. She is driven, decisive, possesses strong leadership skills, engages with her community, and, not only helps young professionals start their careers, she models the behaviors they need to be successful.

I highly recommend Alicia for this honor.

Thank you!

With respect,

Braxton Pulley, D.C.

December 22, 2015


40 under 40 Selection Committee

Dear Selection Committee:

As someone who has known Alicia Embrey for her entire life, I would like to offer this recommendation for her to receive the 2016 award. Alicia has demonstrated a high level of competence in her chosen field, that being human resources placement and development. She has over 14 years of experience and proven results with Principal Financial Group here in Des Moines, with a brief stint at Compressor Controls Corporation. In her various positions, she has demonstrated a keen understanding of the needs of her employer, matching with the skills and abilities of employees, resulting in a strong and stable workforce for the greater Des Moines area. I seldom meet a Principal manager that has not interacted with Alicia and been impressed with her abilities. Of particular interest and accomplishment, is her obtaining a masters degree at Drake while working full-time.

Alicia's future is bright and she is positioned to advance in the human resource field, most likely at Principal, as she is a hard-working and dedicated employee of the firm. Her communication skills are outstanding, being able to relate to all people in a professional yet compassionate manner. She treats all people with the respect and dignity that they deserve. She also cares deeply about the Des Moines community and is invested in making it better. As part of that commitment, she serves on the Norwalk Education Foundation, and has been active in leadership and volunteering for fund-raising efforts. She has also more recently worked with Community Youth Concepts in Des Moines, volunteering her time and expertise.

In conclusion, I cannot think of a more deserving recipient than Alicia Embrey for acceptance into the Class of 2016 40 under 40. I respectfully ask the committee's consideration in bestowing that honor to her. She would make an excellent addition to that exceptional group of people.



Wayne N. Martens

Ag & Commercial Lender

Leadership Iowa Class of 2008-2009