

Pandemic-era Job Search Strategies

Resume & LinkedIn Optimization

Rodney Apple

Founder & President of SCM Talent Group

9/17/2020

Webinar Agenda

Intro

**Connect
with us**

**Resume
Optimization**

**LinkedIn
Optimization**

**Thank
you**

Intro

Who am I? (Rodney Apple)



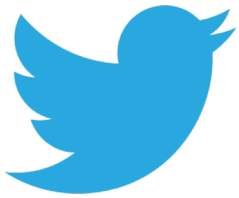
Founder of SCM Talent Group



Connect With Us



[Facebook.com/scmtalent](https://www.facebook.com/scmtalent)



[@scmtalent](https://twitter.com/scmtalent)



[Linkedin.com/in/scmtalent](https://www.linkedin.com/in/scmtalent)



[Youtube.com/scmtalent](https://www.youtube.com/scmtalent)

Resume Optimization

Goal of a Resume

1. Career Marketing Tool

2. Primary Marketing Channel

3. Land. Job. Interviews.

Resume Mistakes

Core Elements of a Strong Supply Chain Resume

Applicable Skills

Value you delivered to your employer

Applicable professional certifications, volunteer experience or affiliations

Asheville, NC 28801
(828) 989-3344 | rapple@scmtalent.com
www.linkedin.com/in/scmtalent

RODNEY L. APPLE

SENIOR EXECUTIVE – TALENT ACQUISITION

Strategic Recruitment Programs – Supply Chain Search – Business Partner & Advisor

- Experienced leader of high impact recruitment teams in both corporate and agency settings.
- Proven success at management of end-to-end recruitment and placement of supply chain talent from entry level through C-suite, serving Fortune 500 companies and other major clients.

SKILLS & COMPETENCIES

Talent Acquisition | Retained Search | Contingent Search | Sourcing Strategy | Operations Leadership | P&L Management | Talent Management | Employment Law | Business Development | Sales Management | Performance Management | People Development | Process Development | Compliance | Assessment

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

SCM TALENT GROUP, LLC: Asheville, NC 2004–Present
Managing Partner | President

Cofounded and direct P&L of full-service talent acquisition consulting firm providing full scope of contingent search, executive retained search, and onsite staffing consulting services with focus on nationwide placement of supply chain professionals.

- **Grew operation from inception into full-service firm assisting clients with human capital needs through value-added recruitment services.** Filled 1,000+ supply chain positions, placing 75+ individuals annually.
- **Led sourcing and placement of highly qualified supply chain talent** for The Coca-Cola Company, Kimberly Clark, Dollar Tree, Pinnacle Foods, and other leading corporate clients.
- **Managed highly sensitive retained searches** for Chief Operating Officers, Vice Presidents of Supply Chain, and other C-level positions.

NOTABLE CONSULTING ENGAGEMENTS:

- **THE HOME DEPOT** – Spearheaded the sourcing and recruitment for the company's first supply chain department consisting of a VP of Supply Chain, Director of Replenishment, and 11 Sr.
- **COCA-COLA COMPANY:** Filled 500+ professional to executive positions across all supply chain functions that included Manufacturing, Global Sourcing & Procurement, Planning, Logistics, Sustainability, etc.

IMPACT INNOVATIONS GROUP LLC: Alpharetta, GA 2000–2001
Project Manager – Talent Solutions

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON: Wilmington, NC
Bachelor of Arts (BA) Degree in Environmental Studies



VOLUNTEER EXPERIENCE & PROFESSIONAL AFFILIATIONS


APICS – THE ASSOCIATION FOR OPERATIONS MANAGEMENT: Chicago, IL
Supply Chain Career Coach & APICS Magazine Author 2014–Present


Metrics to quantify accomplishments

LinkedIn Optimization

How Recruiters Use LinkedIn


Showing results for  

Custom filters 

Job titles Current 

(VP OR V.P. OR Vice OR SVP OR EVP OR He...)

+ Warehouse Manager,

Locations Current 

United States +

+ Greater Chicago Area (18),

Skills

Transportation Distribution

WMS Implementations

Logistics Management

Warehouse Management Systems +

Companies

KRAFT The Kraft Heinz Company +

+ PepsiCo, + The Coca-Cola Company, + DHL,

Year of Graduation

+ Add graduation year range

Schools

+ Schools attended

+ Purdue University (1)

Industries

Food Production

Logistics and Supply Chain

Consumer Goods +

+ Information Technology and Services (1),

Keywords

logistics AND (transformation OR "netwo...

Candidate details

+ Postal code / Zip code	+ First names
+ Spoken languages	+ Last names
+ Profile languages	Network relationships is in the left column
+ Recently joined LinkedIn	WhiteWave Foods Company
Current Senior Vice President, Fresh Supply Chain Earthbound Farm Organics at The WhiteWave Foods	
Education & experience Present	
+ Years of experience NEW	+ Fields of study
+ Years in current company NEW	+ Degrees
+ Years in current position NEW	+ Seniority
+ Military veterans	page 1 project

Importance of Keywords

Create a Headline That Pops!

Background Image

Professional Headshot



SUPPLY CHAIN CAREERS
The Guidebook for Launching and Accelerating Your Career in Supply Chain Management
LAUNCHING SOON!



SCMTalentGroup

Message More...

Rodney Apple · 1st 

Supply Chain Executive Search Partner | ASCM/APICS Career Coach | Author - The Supply Chain Talent Blog & SCM Now Asheville, North Carolina · 500+ connections · [Contact info](#)

 SCM Talent Group, LLC

Professional Headline

Have an Effective Summary

Professional Summary

About

► **MY EXPERTISE:** Leveraging 2 decades of end-to-end supply chain recruiting & executive search experience to help great companies build, optimize & transform their supply chain organizations for the purpose of enabling & sustaining revenue growth, enhancing profit margins, mitigating business risks, and creating an enduring competitive advantage.

► **WHERE YOU'VE SEEN ME:**

- ★ Proudly serving as the Supply Chain Career Coach for ASCM (formerly APICS) since 2014
- ★ Professional Development Author at "SCM NOW" (ASCM's Magazine) since 2017
- ★ Author of "The Supply Chain Talent Blog" since 2013
- ★ Featured in Wall Street Journal, CNBC, Supply Chain 24/7, Supply Chain Matters, Supply Chain Management Review, SupplyChainBrain, Supply Chain Dive, DC Velocity, Inbound Logistics, Modern Materials Handling and more
- ★ Presented at several APICS and CSCMP global conferences on supply chain talent topics

► **MY KEY DIFFERENTIATORS:**

I spent 10+ years leading professional and executive supply chain recruitment for 4 global corporations: The Home Depot (led the recruitment to build their first supply chain department), The Coca-Cola Company, Kimberly-Clark and Cummins – each having made the "Gartner Top 25 Supply Chain" list, multiple times each.

Having filled 1,000+ supply chain positions to date, I developed a comprehensive knowledge base as it relates to supply chain management across most major industries, built a robust network of supply chain professionals at all job levels, and crafted a quality-focused recruitment process that consistently generates top supply chain talent for our clients.

► **END-TO-END SUPPLY CHAIN RECRUITING**

- ★ Logistics – Transportation, Warehousing, Fulfillment, Network Optimization, Logistics Engineering,
- ★ Procurement – Strategic Sourcing, Direct & Indirect, Commodities, Category Management,
- ★ Planning - S&OP, IBP, Supply Planning & Demand Planning, Production Planning, Forecasting,
- ★ Continuous Improvement – Lean, Six Sigma, Operational Excellence,
- ★ Manufacturing – Materials Management, Production, Maintenance, Engineering, Quality,

Supply Chain Keywords

Featured

Just completed this compilation of our top job search and professional development...



TALENT RESOURCES FOR SUPPLY CHAIN DISRUPTIONS



Supply Chain Recruiting Process | SCM Talent Group
YouTube



SCM Talent Group Recruiters
YouTube

Rich Media


Have Position Summaries

Position Title w/
Key Words

Position
Summary





Rich Media


Experience

 **Founder & Managing Partner - Chief Supply Chain Recruiter (Retained / Executive Search)**
SCM Talent Group, LLC
Aug 2004 – Present · 15 yrs 11 mos
Asheville, North Carolina



COMPANY BIO
SCM Talent Group is a national supply chain recruiting and executive search firm that recruits across the end-to-end supply chain discipline. Our customized and engaged approach connects employers seeking top supply chain talent with professionals looking to advance their career, creating mutual success.

RECRUITMENT PRACTICE AREAS
We have deep and broad executive recruitment experience across the following disciplin ...[see more](#)

    +3

 **ASCM Career Coach, Magazine Author & Conference Speaker (formerly known as APICS)**
Association for Supply Chain Management
Mar 2014 – Present · 6 yrs 4 mos
Virtual

As the Supply Chain Career Coach for ASCM (formerly APICS), the leading professional association for Supply Chain and Operations Management with over 45,000 global members, I am responsible for developing a series of white papers and hosting corresponding webinars for ASCM members on topics pertaining to career development. Starting in 2017, I became an Author for ASCM ...[see more](#)

 **APICS Global Supply Chain Conference**  **ASCM Career Coach (formerly APICS)**

Complete ALL Sections

Education

Education



University of North Carolina at Wilmington

BA, Environmental Science

1990 – 1994

Skills & Endorsements

Skills & Endorsements

+ Supply Chain Management · 99+



Endorsed by Ben Cook and 67 others who are highly skilled at this



Endorsed by 5 of Rodney's colleagues at Cummins Inc.

+ Supply Chain · 99+



Endorsed by Ben Cook and 67 others who are highly skilled at this



Endorsed by 5 of Rodney's colleagues at Cummins Inc.

+ Talent Acquisition · 99+

Ryan M. Campbell (LION) and 99+ connections have given endorsements for this skill

[Show more](#) ▾

Recommendations

Recommendations

Ask for a recommendation

[Recommend Rodney](#)

[Received \(19\)](#)

[Given \(9\)](#)



Michael Grindell

EVP, Operations Security Officer, CIPM

November 24, 2010, Michael managed Rodney directly

Rodney is a producer of results - he understands the business and talent needs of clients, knows how to find and develop talent better than most, and above all is focused on bringing great talent to senior roles and tough to fill requirements. He instills trust - and is a terrific person. I would endorse Rodney to anyone.

Complete ALL Sections

Publications

Accomplishments

12

Publications

Help wanted: Employers need workers who can get their goods moving fast • Help Wanted in Supply Chain and Logistics • Employers Eager to Hire Try a New Policy: 'No Experience Necessary' • Supply Chain Career Success in 2017 • Top 10 Supply Chain Talent Posts of 2016 • Considering a Career in Supply Chain Consulting? 4 Experts Share Their Wisdom! • How Companies Can Up Their Game When It Comes to Recruiting Top Supply Chain Talent • The Art of Overcoming the Supply Chain Talent Shortage • Why Your Recruitment Strategy Is Failing And What You Can Do To Fix It • How To Solve The Supply Chain Talent Crisis: A Supply Chain Recruiter Shares His Ideas...

3

Organizations

APICS • LinkedIn "Supply Chain Recruiters" Group • Council of Supply Chain Management Professionals (CSCMP)

1

Project

SCM Talent Group New Web Site and Blog Launch

Professional Organizations

Projects
(tag others involved)

Interests



IBM
5,561,448 followers



Linked:HR (#1 Human Resources Gr...
968,550 members



Deloitte
3,244,673 followers



PwC
2,024,426 followers



Accenture
3,972,190 followers



Supply Chain Movement
24,493 members

Interests:

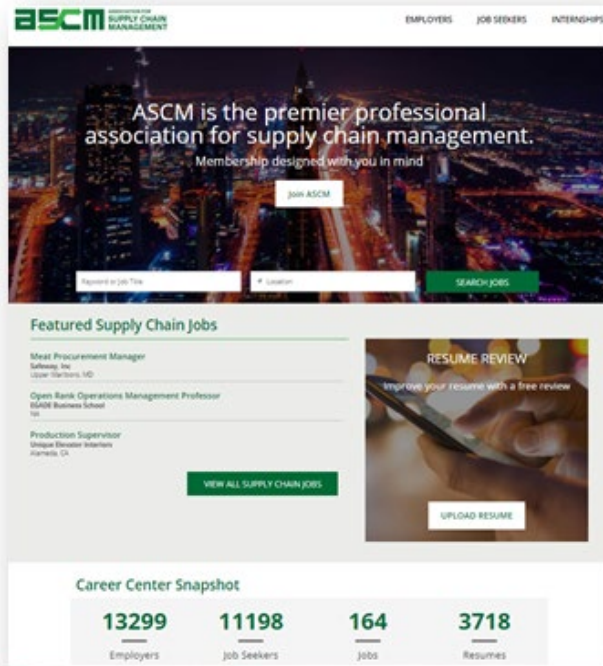
- Companies
- Groups
- Schools
- Influencers

Want help from a pro?

1. Email rapple@scmtalent.com
2. Request a copy of Resume Template
3. Request referral to Professional Resume Writer & LinkedIn Optimizer

Are You Currently Searching for a New Job?

ASCM.org/CareerResources



ASCM Job Board –
Post your resume!



Korn Ferry Advance –
Exclusive discounts for ASCM members!



Virtual Career Fair –
Free for ASCM members!

Additionally, ASCM Members can access all Rodney Apple Career Coach webinars and white papers as well as the 2020 Supply Chain Salary Survey Report and Calculator.

Thank You

www.scmtalent.com

Rodney.Apple@scmtalent.com