

Derek Sims

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EXPERIENCE

Senior Vice President of Recruitment

Accountable Healthcare Staffing

2015 – Present Boca Raton, Florida
AccountableHealthcare.com

As the SVP of Recruitment, I was responsible for all Recruitment for 30 locations nationally: Divisions included, Travel Nursing, Allied, Local Nursing, Advanced Practice, Corrections and School Staffing. I developed all recruitment data metrics, KPIs, budgeting and brand strategy. This included plan, develop, organize, implement, direct and evaluate the company's marketing and recruitment programs for all internal and TOA healthcare professionals. I also oversaw all PR, Job Descriptions, Candidate experience and sourcing.

Participated in the development of the company's marketing and recruitment to enhance business development. Developed, managed and reported metrics to the Senior Executives within the company. Implemented targeted marketing campaigns that raised brand awareness tactics for the growth of the accountable brand. Developed and managed annual budget for all advertising, recruitment tools, that included SMS (Textus) Indeed, email campaigns via HubSpot and social media. 2023 ad budget exceeded 1.8 million. Developed staffing strategies and implementation plans to identify talent for internal corporate positions as well as over 23,000 healthcare positions in all 50 states. Conducted training and strategy sessions with over 50 internal recruiters. Analyzed and optimized digital marketing campaigns to maximize ROI.

Senior Director – Talent Acquisition

Zimmerman Advertising – Omnicom

2011 – 2015 Fort Lauderdale, Florida
zadv.com

With Zimmerman I was responsible for managing the full recruitment and marketing lifecycle from identifying and engaging hundreds of potential candidates to coordinating interviews and onboarding new hires. This included the creation and marketing of ads on social media, LinkedIn, Glassdoor and a variety of job boards. This role required a deep understanding of multiple industries, particularly in the automotive, healthcare, retail and sports sectors. While with Zimmerman, I was able to fully engage with our social media and Ad Buying departments and learn the inner workings of algorithms, social strategies and found my new passion in digital marketing. I was able to ensure a positive candidate experience by maintaining clear communication, making each candidate understand they are the driving force behind the agency, and providing timely feedback to each applicant. My team consisted of 5 Human Resource Recruiters and we filled hundreds of internal corporate positions monthly.

Vice President of Healthcare Staffing

Management Recruiters International

2008 – 2011 Boca Raton, FL
MRINetwork.com

I was hired to start a Nurse Practitioner and Physician Assistant/ Midlevel Staffing Division. My responsibilities included: Client relationship management. Act as a primary point of contact for clients regarding staffing solutions and inquiries. Candidate recruitment and placement. Collaborate with recruitment teams to find solutions for sourcing, screening, and efficient ways to evaluate and screen midlevel candidates quickly. Conduct market research to identify trends, demands and opportunities in healthcare staffing. Collaborated with internal teams to improve recruitment and staffing processes. Wrote full job descriptions and advertisements for job boards and online postings. Collaborated with the sales team to develop effective strategies and marketing material to grow and expand the new division.

NOTABLES

Digital Transformation

In 2015 Accountable was only using Facebook and Careerbuilder for Marketing and Recruitment. I designed a new branded website, added Instagram, Tik Tok, Youtube, Indeed, SMS Textus, Hubspot, AI Chatbot and grew the brand from 4000 to over 150,000 followers.

Culture

When I arrived at Accountable, there was little to no culture. I met with the CEO and VP of HR to immediately start to foster a positive environment that would support growth, collaboration, and a shared sense of purpose. A few things I implemented were the following: Define core values and mission statement. Promote inclusivity and diversity where thought, background and experience lead to more innovative solutions and ideas. I started the Lotus Award, Samurai Kaizen Award, Employee Spotlight, Behind the Scenes interviews, the Culture Club, Lunch and Learn, Healthcare Trivia Lunches, Pancake Social, and What's Cooking Accountable. Implementing these strategies helped create a positive and dynamic organizational culture that enhanced employee satisfaction and productivity growing Accountable to over 300M in revenue and a 84% retention rate.

EDUCATION

Bachelor of Science -
Marketing
Florida State University
1993

EXPERIENCE

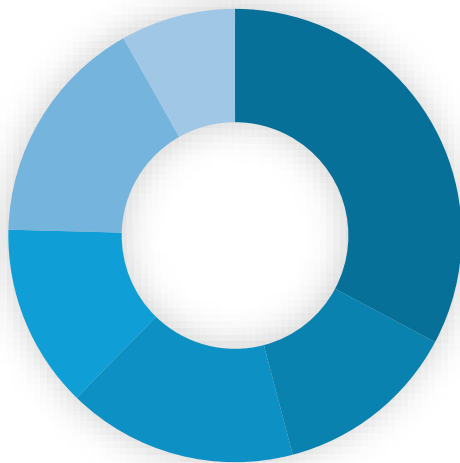
Senior Healthcare Recruiter – Corporate Recruiter

Cross Country Healthcare/ Medical Staffing Network

2002 – 2008 Boca Raton, Florida
Crosscountry.com

As a Nurse, Therapy and Allied Recruiter, I was hired to start a centralized recruitment team in Boca Raton. At the time MSN had 39 brick and mortar locations and needed a strong team to recruit nationally for those divisions. The position involved building relationships with healthcare professionals and ensuring a smooth recruitment process. I worked closely with our Marketing Team to build ads, postcards, mailers and email blast campaigns. It was my responsibility to stay informed about industry trends and maintain a strong pipeline of talent. My team reported recruitment metrics, such as time to fill, cost per hire, candidate satisfaction surveys. This position required a proactive approach, strong networking abilities, and deep understanding of driving factors within the healthcare staffing selection process. After 3 years of exceeding my goals, I was promoted to Corporate Recruiter and filled all internal roles with MSN. These included, C-Suite positions, Branch Managers, and Healthcare Recruiters.

MY TIME



- Motivating My Team
- Senior Leadership Communication/Strategy
- Seeking Ways To Innovate
- Ongoing Projects
- Family and Daddy Duties
- Boating/Outdoor Time

AWARDS

HERMES CREATIVE AWARDS
GOLD – 2023

AVA DIGITAL AWARDS
GOLD – 2023

MUSE CREATIVE/DESIGN AWARDS
SILVER – 2022

VEGA DIGITAL AWARDS
ARCTURUS – 2021, 2022

DOTCOMM AWARDS
PLATINUM
3 GOLD – 2021, 2022

VIDDY AWARDS
2 GOLD – 2022

MARCOM AWARDS
2 PLATINUM, 2 GOLD
2020, 2021, 2022

SUMMIT INTERNATIONAL AWARDS
CREATIVE – 2022

TOP 100 MARKETING TEAMS – 2024