



**Los Angeles Chapter presents:**

April 25, 2013

**Finding & Retaining Superior Technical Staff**  
By the CTO who won the LA Business Journal's 2012  
CTO of the Year Award and his team

**SPEAKERS:**

Mark Long, CTO of ZynxHealth.com,

Alex Tatiyants, Director of Software Engineering at ZynxHealth.com

Margie Dietz, former Contract Recruiter at ZynxHealth.com

Come hear a case study by the team headed by Mark Long, LA Business Journal's 2012 CTO of the Year Award winner, on how they successfully moved their company's talent acquisition efforts to become a magnet to hire great employees, fewer contractors, and built an excellent team.

The Vision, the Restructuring, and the Implementation of talent acquisition.

The war for top technical talent is fierce and just hiring great talent is not enough to make sure your business gets the results you seek. In this program we talk about building your employment brand, how to attract and land great talent at a fair price, and how to turn that raw material into the business results that ultimately matter to you and your company. Essential ingredients are Branding, Sourcing, Interviewing, Testing, The candidate experience, Mentoring, Finding out what they want - what is important to them, and Giving them what they want.

**SPEAKERS**

Mark Long - [www.linkedin.com/in/markklong](http://www.linkedin.com/in/markklong)

Mark thrives on bringing ideas and metaphors from diverse fields to interesting problems - he calls it Product Engineering - some call it "systems thinking." During summer jobs in college Mark built CAD models to do thermal analysis on undersea laser optical network repeaters. That led him to a Masters from Stanford in

dynamics, controls, and robotics and on to NASA/JPL to devise new ways to control robots in space. As employee #6 at a dot.com that captured the knowledge of top tier management consultants he created "turbo-tax" like decision support software applications. Over the last 3 years Mark has turned around a failed product development shop that provides evidence based health care to clients servicing more than 50% of US patients, along the way bringing semantic and machine learning technologies to improve the efficiency and accuracy of the process.

Alex Tatiyants - [www.linkedin.com/in/alextatiyants](http://www.linkedin.com/in/alextatiyants)

Alex has catalyzed the company's ability to integrate its clinical decision support content with EMR software systems and has done so with blazing speed. Formerly Vice President IT, Enterprise Application Integration and Data Management at IndyMac Bank, he holds an MBA from Pepperdine University, and a BS in Computer Science from UCLA.

Margie Dietz - [www.linkedin.com/pub/margie-dietz/1/3b7/7b5](http://www.linkedin.com/pub/margie-dietz/1/3b7/7b5)

Margie was that child to whom everyone would talk while her mother unloaded the shopping cart. Over the years many people have observed that strangers always feel free to talk and volunteer the most personal things about themselves.

As an HR Director recruiting half time, the rest of her time was spent listening to people's complaints and trying to get people to follow the rules. "Where are the shiny, happy people I met in the interviews, and who are these people in my office 6 months later whining and bringing me down?" It was an easy fix; she would just recruit full time. She holds a Bachelor of Arts degree from Miami University, the school founded in 1809 and the 10th oldest public university in the United States.

At Zynx Health Margie refined recruitment strategy reducing interview cycle time by 50% while compiling more comprehensive information on candidates before onsite interviews. Prior engagements include Oakwood Worldwide (increased the number of fills by 133%, reduced time to fill by 32%, and reduced cost per hire by 26.9%), Cooking.com ( increased internet recruitment advertising exposure 3222% (documented by SimplyHired)), TrueCar (refocused recruitment advertising to target audiences increasing percentage viable candidates from 10% to 33%, while reducing number of resumes received).

## **MEETING LOGISTICS:**

**MEETINGS LOCATION - Courtyard Marriott – LA Westside, 6333 Bristol Parkway, Culver City 90230 310-484-7000.** Self Parking at hotel (\$8).

**TIMING - Networking @ 6:00 pm • Dinner & Program @ 7:00 to 9:00pm**

**PRICE - Dinner & Program: Members \$25 in Advance, Non-members \$35 in Advance, \$45 at the Door.** For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.

**DIRECTIONS:**

**Going South on 405** - Take 90 Freeway East, Slight right at West Slauson Ave, First right onto Bristol Parkway.

**Going North on 405** - Take exit 49B to merge onto Sepulveda toward Slauson Ave, Right at Green Valley Circle, First right onto Bristol Parkway.

**KEEP IN TOUCH TWO WAYS:**

- 1.) **Keep informed & interact with other professionals:** Join our LinkedIn Group at: <http://www.linkedin.com/groupsDirectory> and enter "aitp-la".
- 2.) **Get the timeliest AITP event notices:** email your email address to: [aitpla@gmail.com](mailto:aitpla@gmail.com).