

Veronica Frisch

Executive Vice President and Head of Randstad Sourceright Canada



about Veronica

Veronica Frisch is Executive Vice President and Head of Randstad Sourceright Canada. Veronica is responsible for leading and managing every aspect of the Randstad Sourceright brand and continuing to establish RSR as thought and market leaders in Canada.

With more than 20 years of experience and a proven track record for results, Veronica has fueled the continued growth and development of the company's clients, helping Canadian organizations navigate the challenges that come with changing realities of talent acquisition in a digitalized and a post-pandemic landscape. Veronica is a big believer in the power of active listening and data-driven analytics.

As a role model dedicated to supporting women's empowerment in the world of work, Veronica mentors women and helps break down barriers, fostering inspiration and empowerment, and creating a pathway for women to build meaningful careers. A passionate advocate for creating inclusive and collaborative workplaces, Veronica's goal is to help women achieve leadership positions across all industries.

"I believe by fostering a culture that creates passion and common goals — what some are now calling "human magic" — organizations can drive better performance. When your leaders ensure people understand and believe in the company's mission and goals, as well as how they individually contribute at a team level, you help them see the purpose of their hard work."

speaking opportunities: key themes

- Digital Transformation and talent acquisition: Leveraging AI & Emerging Technologies
- How to Align HR Strategy with business objectives to create greater value
- Building a company culture of empathy and innovation

interviews

- [Will you be forced back to the office this spring? Here's what to expect when it comes to your workspace, your hours - and that dreaded commute:](#) in the Toronto Star, March 5, 2022
- [Ask an expert: how to get ahead of the talent squeeze:](#) in Strategy, March 8, 2022

To book Veronica as a speaker for a conference, please contact:

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