



Biography for Marc Drizin, Founder & Chief Instigator Employee Hold'em™

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Marc Drizin, Founder & Chief Instigator, *Employee Hold'em*

Mr. Drizin brings leadership to his organization and vast experience with small and large-scale research program management through his 25+ year research career. Mr. Drizin's two plus years at the Performance Assessment Network and his previous 19+ year experience with Walker Information provided unique learning and development opportunities in managing national and international customer, supplier, and employee loyalty and retention programs. With his unsurpassed research and consultative expertise, and history of presenting research reports to senior executives, research professionals, the media, and various national and international associations, he has brought a unique understanding of the demands and expectations required of talent management solutions to his hundreds clients.

Marc Drizin has worked in the research business for over 25 years, having been employed at three best-of-class international research and testing firms; *Burke Marketing Research*, *Walker Information*, and **pan** (Performance Assessment Network). As Vice President and Loyalty Specialist at *Walker Information*, his 19 year career included responsibility for research and development of *Walker's* Lifecycle products and integration of customer and employee products, and the design, testing, and marketing of stakeholder loyalty solutions. In addition, Mr. Drizin was responsible for the management of several large national and international employee loyalty and retention research projects, bringing together a diverse group of talents to meet and exceed the expectations of his clients.

At **pan**, Drizin was responsible for developing the Workforce Engagement Assessment and associated products, including Lost Employee, Lost Prospect, the Workforce Engagement Index, Ethics and Integrity Surveys, and Exit Interviews. In addition, Drizin was in charge of both the account management and quality control functions for these projects.

Mr. Drizin completed the second Workforce Engagement Assessment national benchmark of nearly 1900 employees in 2006, including research on the engagement of public, private, and not-for-profit employees. This Workforce Engagement Benchmark study has been referenced by industry and national press publications, including the Federal Times, IPMA-HR News, WorkSpan Magazine, Human Capital Magazine, Incentive Magazine, and Work-Life Today. His previous national and international benchmark studies related to customer and employee loyalty, perceptions of ethics, and international branding have been picked up by over 4000 media, including National Public Radio, CIO magazine, *Wall Street Journal*, *Entrepreneur Magazine*, *L.A. Times*, *Business Week*, *Harvard Business Review*, *Sloan Management*, *South African Times*, and *Harvard Management Update*.

Drizin is a much sought after and top ranked speaker at Human Resource industry and Business Management conferences. As an authority on employee loyalty, engagement, and retention he has presented results of the national benchmarks at over 20 conferences in 2005, 20 state and national conferences

in 2006, and 25 conferences through 2007, including national, various state and local H.R. conferences, and client/user meetings as well. He has a proven track record in drawing a linkage between employee survey results and business performance metrics, including employee turnover and productivity and customer loyalty, retention, and business success. His *Employee Hold'em™* card game has been played by tens of thousands of participants around the country, and continues to receive top five ratings around the globe.

Scholarly work includes Advisory Board Member – Department of Organizational Leadership, Purdue School of Engineering & Technology, Indiana University, Purdue University Indianapolis, “*Understanding the Connection between Loyalty and Profit*” M. Drizin and A.J. Schnieder, *Employment Relations Today*, 30(4), Winter 2004, 43-54, *Technology Management: A Unifying Discipline for Melting the Boundaries* (PICMET International Conference, 2005) and a recently released book: *Workforce Engagement, Strategies to Attract, Motivate, and Retain Talent* (World at Work, May 2007). A second book, *A Manager’s Guide to Employee Engagement* will be published by World at Work in early 2008, and two more books are scheduled for a late 2008 and early 2009 release.



