

# LARS SCHMIDT

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We stand at the forefront of a new chapter of work and a chance to redefine work for our generation. The events of the last several years have altered everything - where, when, and how we work. Outdated industrial-era work paradigms have been obliterated. In this new world of work, designing progressive people programs that fuel individual and business performance will be the formula for success. Over the last 25 years, my work has been focused on scaling transformative companies, nurturing the next wave of HR leaders, pioneering editorial ventures, and championing open-source endeavors.

## EXPERIENCE

**AMPLIFY TALENT** (2013-Current)  
Founder/CEO

**NPR** (2011-2013)  
Sr Director, Talent & Innovation

**MAGENTO** (2010-2011)  
Sr Director, Talent & Innovation

**TICKETMASTER** (2003-2010)  
VP, Human Resources  
Sr Director, Global TA  
Recruiting Manager

**INTERSPERSE** (2001-2003)  
Recruiting Lead

**PENCOM SYSTEMS** (1998-2001)  
Technical Recruiter

## EDUCATION

**Florida State University**  
Marketing & Multinational Business

## MISC HIGHLIGHTS

- Global [Keynote Speaker](#)
- Author, [Redefining HR](#)
- Co-Author, [Employer branding for Dummies](#)
- [Fast Company Contributor](#)
- Host, LinkedIn Presents: [Redefining Work](#) podcast
- Mentor, First Round Fast Track
- Guest Faculty, IESE School of Founders (2023/24)
- LinkedIn Learning Instructor - [HR Foundations: Redefining HR](#)

## ACCELERATING THE FUTURE OF WORK

Founded in 2013, Amplify Talent is my primary venture, a beacon for the HR community. It's more than a business; it's an ecosystem designed to equip people leaders to seize this moment through peer learning and networking. With services spanning HR executive search, leadership development within the global Amplify Talent Community, editorial initiatives, and a vibrant global network of forward-thinking HR leaders, Amplify is setting the stage for a new era of work.

Amplify Talent's editorial arm—anchored by the LinkedIn Presents: Redefining HR podcast, the bestselling "*Redefining HR*" book, contributions to Fast Company, global keynote addresses, and open source initiatives—bridges connections with the leading minds in HR and business leaders who are reimagining and transforming the field.

## KEY ACCOMPLISHMENTS

- Created and led the talent strategy to drive the strategic transformation of NPR's workforce, which transitioned from broadcast-focused operations to a dynamic digital ecosystem
- Pioneered the creation of the first global employer brand playbooks for Hootsuite and Duo Security, establishing foundational strategies that enhanced their recruitment efforts.
- As sole recruiter, hired 30+ employees across a range of roles to support Magento's rapid scale, leading to its acquisition by eBay.
- Identified and hired high-impact executives for Ticketmaster, SpaceX, Vimeo, Cognosante, Magento, NPR, Guild Education, Remitly, Typeform, and others.
- Led the design and implementation of the global internal communication strategy for the Ticketmaster/LiveNation merger.
- Designed and implemented Ticketmaster's comprehensive global internal recruiting program to for the Beijing Olympics.
- Co-founded HR Open Source, a global not-for-profit aimed at accelerating HR innovation at scale. Grew to the community to 10,000+ members in 100+ countries over the first four years.
- Selected as the only HR representative for IAC/InterActiveCorp's Emerging Leaders Program.
- Created and led the Amplify Talent Community, a vibrant global network of more than 700 future HR leaders. This community serves as a platform for collaboration and development, influencing HR practices worldwide.
- Created #NPRlife, one of the first employer brand hashtags on Twitter
- Created a globally trending [open-source resource](#) to help business and people teams navigate Covid in March 2020.