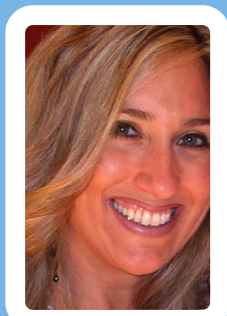




Dawn Whitney

CEO & President, MotivAction Recruiting



Dawn Whitney

Dawn Whitney is CEO and President of MotivAction Recruiting Corporation based in Portland, Oregon. She is responsible for the daily operations, management of staff, recruitment, new business development and ongoing client relationships. Her organization includes a team of specialized recruiters that focus exclusively in their respective staffing discipline. In addition to a local team, she has “virtual” recruiters scattered across the US to assist in filling the diverse needs of her clients. The parent company of MR, is a Sales and Leadership training company called MotivAction Training Corporation founded in 2005.

Dawn formed MotivAction Recruiting after 16 years of success in the staffing industry for two publicly traded organizations. While serving as a Vice President at her most recent position, World Health, she was personally responsible for the oversight of the firm’s Healthcare Informatics division, which produced annual revenue in excess of \$6 million within its first 8 months of “start-up” operation. Her business development, leadership and a results-oriented philosophy assisted in fueling the organization’s fast growth within the healthcare sector.

Prior to World Health, Dawn was National Executive Director for Hall Kinion (now KForce) with responsibilities for a \$30M business unit which included several offices across the US. Her external team included Project Managers, Engineers and Sales Consultants working in tandem for the firm’s clients. Her internal team included Sourcers, Recruiters, Account Managers, Business Unit Managers and Directors within her Healthcare IT division. Her specialty within Hall Kinion was to open new offices, assist them to profitability quickly and to turnaround stagnant, non-productive offices. She became an expert in teaching and mentoring other recruiters, and account managers that quickly grew into top performers within the company.

Through several acquisitions at Hall Kinion and World Health, Dawn was involved at the senior level with cultural change management, leadership and communication training for both executives and field teams. In addition to her training and expansion responsibilities, she was extremely successful in growing business and developing leaders. She taught her managers how to identify, mentor and “lead versus manage” top performers.

Dawn’s current business is comprised mostly from Healthcare organizations who have worked with her for 10+ years. Many of her new clients have been through personal introductions from her long-standing clients. The organization’s outside of the healthcare sector include; telecommunications, manufacturing and software companies for direct hire and contract needs. She is an active member in the following National organization’s; HIMSS, PMI, ERE and Linked In, where most of her business relationships are formed.

RECRUITING EXPERTISE

- HEALTHCARE INFORMATICS
- INFORMATION TECHNOLOGY
- EXECUTIVE MANAGEMENT
- SALES & MARKETING
- HUMAN RESOURCE PROFESSIONALS

- ★ Award / Achievement
- Corporate Acquisition/Re-Org
- ▽ IPO
- ▽ Inc. 500 - Fast Growth Co. / Business Week - Hot Growth Co.

Timeline: Career Highlights & Company Milestones

