

Cheeky inventor, employer branding expert

Jörg Buckmann



Jörg Buckmann – More “Frechmut” please: With creativity, joy and really good personnel advertising against the shortage of skilled workers. Jörg Buckmann can confidently be called a late bloomer – as Buckmann himself puts it. In his mid-forties, he hung up his secure job at the public transport company in Zurich. He traded the security of his job as personnel manager for the enthusiasm of doing what he really enjoys. And Jörg Buckmann enjoys everything that has to do with really good recruitment and communication. He discovered his penchant for fresh, sometimes cheeky and unconventional approaches to personnel marketing more...

Topics

Digital Marketing & Online Marketing, Employer Branding & Human Resources, Leadership & Recruiting, Rhetoric & Communication, Sales & Marketing

Languages

German

