

Robert A. Lienhard

Senior Talent Attraction Leader



Switzerland | [linkedin.com/in/robliehard/](https://www.linkedin.com/in/robliehard/)

Languages: German (native) | English (C1) | Spanish (C1) | French (B1)

SUMMARY

Seasoned Talent Attraction and Talent Acquisition leader with more than two decades of global experience across in-house, consulting, interim, and agency environments. I have shaped and led high-performing talent functions in complex international organisations, with deep expertise in IT, SAP, and Life Sciences. My focus is on aligning talent strategies with business priorities while building sustainable, future-ready workforce capabilities, supported by a strong dedication to AI, IT, digitalization, strategy, and process design.

My leadership approach is grounded in servant leadership, combining empathy, clarity, and accountability with strong execution. I act as a trusted advisor to executives and senior stakeholders, driving strategic workforce initiatives while staying close to operational delivery. I am known for transparent collaboration, cultural awareness, and the ability to lead effectively in diverse, global environments.

Furthermore, I bring a strong affinity for digital transformation, with hands-on experience in data-driven recruiting, modern talent platforms, and AI-enabled talent attraction. I design and scale end-to-end talent strategies, strengthen employer branding, and elevate candidate experience. I combine strategic thinking with operational depth to deliver consistent impact in fast-evolving, technology-driven contexts.

CORE EXPERTISE

Global Talent Attraction (GTA) and Acquisition at scale | SAP and IT Talent Ecosystem | Employer Branding and Talent Relationship Management | Team Lead (Functional + Direct reports) | Coaching and Mentoring with Servant Leadership Mindset | Stakeholder Management | End-to-end Recruiting and Active Sourcing | IT Platforms, data-driven Recruiting and ATS landscapes | AI Awareness in Sourcing, Talent Intelligence and prompt-driven workflows

TOOLS

LinkedIn Recruiter & Tools | ATS-Tools (e.g. Smartrecruiters) | Agile Methods (e.g. Scrum, Kanban) | Business Model Canvas
Boolean Search | CRM – Salesforce | HRM – SuccessFactors | ERP – SAP |
Prompt Engineering Generative AI (ChatGPT, Copilot, Claude) | AI Agents & Agentic AI

WORK EXPERIENCE

Senior Talent Attraction Partner IT-SAP / Lead TA SAP

Sika Informationssysteme AG, Zurich (www.sika.com) | Oct 21 – May 26

- Global ownership of Talent Attraction and Acquisition across EMEA, APAC, and AMER, with core locations in Zurich as HQ, Madrid, Kuala Lumpur, Mexico City, and New York
- Professional communication and stakeholder interaction in English, Spanish, and German
- Overall leadership of global IT/SAP Talent Attraction activities
- Lead and End-to-end responsibility for the global recruitment lifecycle, from job advertising and CV review to interviews and hiring for dedicated business areas
- Lead and steering employer branding initiatives while continuously monitoring market trends and best practices in TA
- Close collaboration with business leaders and HR managers to assess current workforce needs and create hiring forecasts
- Design and execution of global talent acquisition strategies and structured hiring plans
- Proactive sourcing and direct search to fill vacancies and build pipelines for future demand
- Coordination of multiple international recruitment projects in parallel, ensuring timelines and budgets are respected
- Safeguarding a consistently positive candidate experience throughout the full recruitment journey
- Building and nurturing strong partnerships with hiring managers, HR business partners, and external recruitment agencies
- Global collaboration with HR business partners to support a smooth and engaging onboarding experience for new hires
- Active contribution to employee retention and long-term development initiatives and advisory and hands on support for other recruiting functions and regions
- Use of recruitment metrics and data driven reporting to identify trends, gaps, and opportunities for continuous improvement

Success stories:

- Global harmonisation of SAP Talent Acquisition with clear governance and operational impact for the Global IT organisation in 6 countries.
- Development and standardization of processes and guidelines.
- Strategic positioning of the Global IT organisation as a competitive technology employer (Employer Branding).
- Co-responsibility for global AI enabled ATS implementation in over 100 countries (Designing and testing).

Senior Talent Attraction Manager with focus on Talent Acquisition & Employer Branding

Lienhard HRM Solutions, Seewen-Schwyz | Apr 16 – Sept 21

- HR Interim Management, Talent Acquisition Management, Talent Pooling
- End-to-End Recruiting, Active Sourcing, Recruitment Strategies
- RPO, Employer Branding, Talent Identification & Management
- Employee Referral, Interviewing, Coaching, HR Project Lead, Consulting
- Headhunting for a private banking / wealth management company (confidential mandate)

Senior Sales Representative & Senior Talent Acquisition Manager

unisite ag, Basel | Dec 18 – Mar 20

- Responsible for Business Development & Sales with focus on Life Sciences
- Senior Talent Acquisition Management (on contract basis till 03.2020)
- Recruiting and Employer Branding Strategies
- 12/2018 – 03/2019 Project Arcondis Group

Success story:

- Professionalisation of Life Science agency recruiting model (Definition of new processes and guidelines).

Senior Talent & Acquisition Manager / Employer Branding Specialist (Project)

Arcondis AG, Reinach/BL | Apr 16 – Mar 19

- Recruiting & Active Sourcing Management / Strategic Recruiting with focus on Life Sciences
- Talent Identification & Management / Social Media Recruiting
- Coaching & Employer Branding

Success stories:

- Professionalisation of Life Science agency recruiting model.
- Strategic development of differentiated employer brand.
- Structured development and retention of early career talent.

Previous professional experience | 1986 - 2016

- ✓ **Senior Partner (Project) | OSS Informatik AG, Rodersdorf/SO & Seewen-Schwyz**
- ✓ **Application Portfolio Manager / Project Manager IT – Global Informatics (Project) | Roche AG, Kaiseraugst/AG**
- ✓ **Founder and Partner, Senior Recruiter | SwissInternet Group AG, Zurich**
- ✓ **Partner & Member Management Board | SwissInvest.com AG, Zurich**
- ✓ **Portfolio Manager and other Banking functions | UBS, CS Fides Trust, Bank Julius Bär**

Additional details are available on my LinkedIn profile.

EDUCATION | TRAININGS | CERTIFICATIONS (EXERPT)

- ✓ Verified Certificate for Empathy and Emotional Intelligence at Work at University of California at Berkley, USA
- ✓ Several Certifications in Agile Leadership at University of Colorado, USA
- ✓ Several Certifications in Prompt Engineering, Data Analysis and AI at Vanderbilt University, USA
- ✓ Several Certifications in AI Agents and Agentic AI, LLM, Data Analysis, AI Ethics, etc., at Vanderbilt University, USA
- ✓ Several trainings and courses on LinkedIn Learning (i.a. Leadership, Agile Leadership, Servant Leadership, Employer Branding, etc.)
- ✓ Verified Certificate LinkedIn Recruiter
- ✓ ITIL Foundation
- ✓ Diploma in Sport Management at Swiss Olympic
- ✓ Bank and Management School Banking (FH) at SBG (1986 – 1989)

Additional details are available on my LinkedIn profile.

PERSONAL INTERESTS

Philosophy | History | Mythology | Astronomy | Human-centred AI (HCAI)