



Author. Recruiting Specialist. Speaker. GenY Guru. Intern Whisperer.

Live out loud. **Speak** out louder. **Encourage** along the way.

Yolanda's Biography:

Seasoned College Recruiter Yolanda M. Owens is no stranger to sharing. In her well-received book, *How to Score a Date with Your Potential Employer*, she imparts her insider's knowledge of what corporate recruiters truly seek in potential candidates. She opens up to recent and graduating college students who are looking to establish their careers from a different, consumable viewpoint. "For me, recruiting is not about coming to work for my particular company," said Owens. "Recruiting is about making sure that you have the skills and the knowledge you need to work anywhere."

Yolanda has always been fascinated with resumes and relationships. She wrote her first resume in high school and parlayed her love of professionalism in college writing resumes for other students to earn money on the side. In college, Yolanda was known for her candid, albeit funny views on relationships and often joked that she'd one day write a relationship book. The joke was later on her when in 2010 she married her love of relationship advice, recruiting and resumes and penned *How to Score a Date with Your Potential Employer*.

Currently the founder of CareerSensei Consulting, Owens is on the speaking circuit and has been a top expert in various publications and radio programs across the United States. The Western New York Native lives in the Washington, DC area with her husband and constantly expanding wardrobe. When she's not recruiting or writing, she enjoys traveling, cooking, drawing, painting, playing the piano, music, yoga, and occasional retail therapy. A self-described non-conformist, she believes it's her ability to not be boxed in that has led her to a very unconventional point-of-view of the world of recruiting and encouraging students to "know the job they're getting into" by educating them.