

Genuine McCarthy Enterprises

Tina Busch, Chief Human Resources Officer

A dynamic leader and operator with 25 years of global experience in fast moving, diverse, and complex businesses. Known for driving innovative strategies that enable people and culture as a competitive advantage.



Genuine McCarthy Enterprises, Inc. is the parent company of a diverse and growing enterprise — our family of companies, each thriving through its own strengths yet connected by shared values and an ownership culture. We empower people, steward the ESOP as plan sponsor, and create the conditions for shared success — protecting what makes our enterprise strong and delivering extraordinary value for generations to come.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Hiring great people more quickly, ensuring employees are prepared for their next roles by closing skills gaps and building succession depth.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Confidential

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

180

WHO DO YOU REPORT TO?

CEO

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$10 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Making this a great place to work with empowered, fulfilled employees who want to stay and grow. Attraction, succession depth and retention.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Listening / engagement strategies and workforce planning

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

12 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$2 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Redefining Human Capital Through the Power of AI	A
Convergence of Employee Rewards & Employee Compensation	C
Empower Employees with Whole Person Self-directed Micro-Learning	E
Human Capital Management	B
Improving Hiring and Retention Strategy with Pay Access	B
Personalized Learning and Skilling to Enhance Engagement & Retention	A
Automating Employee Self Help with a Virtual Assistant	C
Integrating IT Support into Your Collaboration Tools (Slack and Teams)	E
Driving Employee Health and Community Among a Remote/Hybrid Workforce	B
Employee Well-Being and Engagement Solution	A
High Volume Recruitment	A
Building the Workforce of the Future	B
Focusing on Continuous Talent Transformation to Improve Business Results and HR Tech Value	C
Workforce Planning and Strategy	C
The Future of HR Service Delivery - Redefining the Employee Experience	E
Uncover How Your Employees Feel About Their Work and Company Culture	A
Create a Diverse, Equitable, and Inclusive Workplace With Employee Insights	A