



## **CASE STUDY 2023 General Dynamics**

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**Q/A with Wendy Williams, Talent Acquisition Manager  
at General Dynamics**

**The core objectives of the case study are to celebrate the early adopter mindset of Siemens Healthineers in investing in a software solution that can help them attract and place more qualified and diverse candidates. For Get-Optimal, the case study will provide primary and secondary insights to companies evaluating whether to move their teams to Get-Optimal.com.**

## **Tell me about you, your role and your responsibilities.**

I'm Wendy Williams, Talent Acquisition Manager at General Dynamics

### **Business Overview**

General Dynamics Mission Systems provide pioneering technology, specialising in state-of-the-art avionics systems and secure tactical communications and information transfer.

Currently accountable for the design, operation and execution of talent acquisition strategies across General Dynamics Missions Systems-International. More specifically, leading our talent acquisition efforts for the organisation and ensuring we attract top talent to support overall business growth and strategies.

## **What were your Talent Attraction challenges before working with GO?**

It is a challenging recruitment hiring landscape, reaching the most qualified, relevant and diverse candidates. At General Dynamics, we embrace and encourage different viewpoints, backgrounds, experiences, expertise, and idiosyncrasies. We encourage our employees to be themselves and empower them to unleash their true potential. We knew we wanted to put specific focus on this to ensure our workforce continues to be representative and to enable our teams not to work flexible working hours that provided them with a work and life balance.

## **What originally attracted you to GO in 2021?**

We have worked collaboratively with Get-Optimal in the UK and Canada for the past two years. Daniel and the team have helped us to attract more qualified and diverse candidates and freed up a huge amount of time for my teams now that we can automate our Job Adverts.

## **Since you have been working with GO, what has been your overall experience?**

Very positive, as it's always a two-way dialogue, and they have helped onboard and help new team members and be part of our DE&I initiatives introducing how we're working with Get-Optimal across our entire portfolio.

## **With General Dynamics renewed for another 12 months, what type of companies do you believe should be investing in Get-Optimal to optimise their Job Adverts for DE&I and maximum online performance?**

What company doesn't need help from experts to automate their job ads for DE&I whilst improving the quality of the candidates they attract?!