

## **Speaker Bio's**

**Marcus Johnson** – Managing Director, Signet Recruitment & Retention.

With over 30 years of management experience spanning the hospitality, health and fitness, and business services sectors, I've led teams across all levels and multiple locations around the UK, from entry-level employees to senior staff, while fostering a culture of growth and development. My leadership approach is centred around empowering individuals and creating opportunities for professional growth, which has been key in driving both team engagement and business success.

In recent years, I've recognized the increasingly vital role that Gen Z play. Bringing fresh perspectives, innovation, and adaptability.

**Hannah Weedan** – Business Director, Signet Recruitment & Retention.

Having worked within the hospitality, automotive and now recruitment sector I have a deep understanding of today's rapidly evolving workforce. With my focus being HR I engage and partner with multiple HR professionals either starting out their careers or climbing the ranks of seniority. With a background in sourcing candidates from various industries, I've learned firsthand the importance of adapting HR strategies to meet the expectations of the newest generation entering the workforce.

Gen Z, as the most digitally native, purpose-driven generation, they bring a unique set of expectations to the workplace. They value flexibility, inclusivity, and technology-driven processes. Companies must be willing to rethink traditional HR approaches to engage this population. Through my experience, I've developed a strong understanding of how companies are now attracting, retaining, and engaging with Gen Z talent, including the creation of a compelling EVP's that emphasise culture, purpose, and growth opportunities.