



**George Laurin, BA**

*Vice President, Executive Search*

800.397.2078 | [glaurin@besmith.com](mailto:glaurin@besmith.com)

**o Professional Experience**

As Vice President, Executive Search for B. E. Smith, George Laurin brings extensive leadership experience to his role including more than 15 years developing programs and processes to help improve recruitment and retention of employees. Mr. Laurin was initially hired by B. E. Smith as an Interim Executive Consultant and is well-versed in both the for-profit and not-for-profit healthcare environments.

Mr. Laurin has worked in a variety of roles recruiting executives to remote areas in Alaska, Texas and Florida, as well as larger facilities in Philadelphia, Atlanta and Birmingham. He is skilled in all facets of human resources, with significant strengths beyond recruitment in Joint Commission survey preparation, team development, staff development, employee satisfaction and employee/labor relations, specifically with EEOC, FMLA, DOL, NLRB and workers compensation issues.

George Laurin played an integral role in developing an organization that focused on promoting life-long learning for the hospital staff at a facility in Georgia. Results included improved efficiencies, cost reductions and a commitment to excellence from all members of the staff. The facility received the Governor of Georgia's Gold Award for advancements in adult education within a healthcare organization two years in a row as a direct result.

As a healthcare executive with extensive leadership experience in human resources, Mr. Laurin's leadership in recruitment and retention have been recognized and awarded many times as well. While with Tenet Healthcare, he effectively doubled the number of employment applications one hospital received by enhancing traditional advertising efforts, expanding Internet use and increasing networking efforts through key community contacts. At another Tenet facility, he introduced a paperless employment process that allowed candidates to be presented to hiring managers without delay.

Throughout his career, Mr. Laurin has demonstrated a commitment to quality and customer service. Starting his healthcare career as a marketing director, the focus was always on the customer/patient first. Prior to that position, as an independent marketing consultant, one client whom he represented was recognized as Inc. Magazine's Entrepreneur of the Year for Orange County, California.

**o Education and Credentials**

Mr. Laurin obtained a Bachelor of Arts in Business Administration from California State University, Fullerton with a minor in Speech Communication. During his military career with the United States Marine Corps, he was awarded with a Meritorious Mast for outstanding leadership under extreme conditions.