

Nomination: 9241

Bhavani Santhanam - Transforming technical recruitment into Strategic business advantage

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Apexon

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Bhavani Santhanam - Transforming technical recruitment into Strategic business advantage

Category

C01 - C20 Individual > C20 - Technical Recruiting Professional of the Year

Individual Submission Format

Written Answers

a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required

"Like a lighthouse in a storm, Bhavani guides talent to opportunity and organizations to success—with unwavering focus and tireless resolve."

Bhavani Santhanam is the epitome of hands-on, high-impact technical recruitment. With over 15 years of experience, and decade+ of committed service at Apexon, she has been a cornerstone in building high-performing, revenue-generating recruitment strategies that have powered business success across verticals.

Since 2014, Bhavani architected client success at Apexon. Through her direct recruiting efforts and deep client partnerships, she opened and scaled marquee accounts like Ford, GM, BCBSM, LabCorp, etc, contributing to over \$25 million USD in revenue- a testament to her strategic influence and executorial excellence. Her hands-on sourcing and stakeholder management skills have earned her the coveted "Best Supplier TA SPOC" award from BCBSM.

In 2023, Bhavani maintained 95% hiring fulfillment rate, leveraging advanced tools like GenAI to optimize precision hiring. She's equally known for her role as a mentor, a trusted partner to clients, and a voice of inclusion and collaboration. Whether it's reducing time-to-hire, enhancing candidate quality, or unlocking client satisfaction, Bhavani delivers. She is not just a recruiter- she is a growth enabler, a relationship builder, and a driving force behind Apexon's continued success.

b. Outline the nominee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Leading with Impact: Bhavani Santhanam's Transformational Recruitment Achievements (2023–2024)

Bhavani Santhanam: Driving Excellence, Delivering Results

Bhavani Santhanam has elevated technical recruitment to a strategic growth lever at Apexon, making 2023–2024 a landmark period in her career. With a results-driven mindset and hands-on approach, Bhavani achieved an exceptional 98% fulfillment rate for critical technical roles in 2023 within Apexon's Healthcare and Life Sciences vertical—continuing strong in 2024 with a 95% fill rate. Her swift, targeted strategies slashed the average time-to-fill from 35 days to just 15.

In 2024, Bhavani was named one of Apexon's "Critical Talent"—a prestigious honor awarded to only 100 employees companywide, and she stood out as the only recipient from the Talent Acquisition function. This recognition reflects her deep business alignment, client-centricity, and her pivotal role in generating over \$25 million USD in recruitment-driven revenue to date.

She has been instrumental in deploying AI-powered recruitment tools like MyAnatomy and TalentRecruit, which improved screening efficiency by 45% and reduced technical evaluation time by 60%. Bhavani also led key DEI hiring efforts, increasing diverse talent placements by 96%, while enhancing the candidate experience and boosting satisfaction scores by 85%.

A trusted advisor to both delivery and sales leaders, Bhavani ensures every hire supports Apexon's "MAD About Growth" agenda. She mentors new recruiters, champions continuous learning, and infuses data-backed decisions into recruitment operations.

Bhavani isn't just a recruiter—she's a transformational force, directly linking talent acquisition to business performance and future capability-building.

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Bhavani Santhanam: Setting New Industry Standards in Technical Recruitment

Hiring Volume and Revenue Impact: While the industry average sits at approximately 85 technical hires per recruiter per year, Bhavani achieved a 95%+ fulfillment rate in 2023 and reached 98% in early 2024. Her contributions directly supported over \$25 million in revenue for Apexon, making her one of the company's highest impact recruiters.

AI-Enabled Optimization: By deploying platforms like MyAnatomy, TalentRecruit, Hackerrank and CoderPad, she delivered:

- Diversity & Team Impact: Bhavani led a DEI initiative that resulted in a 96% increase in underrepresented group hires, outperforming the typical 15–20% industry benchmark. Her mentorship efforts enhanced junior recruiter performance by 65%.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

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I Agree