

## Katrina Kibben



[Katrina Kibben](#) is the founder of, [Three Ears Media](#), a recruitment marketing consultancy with a twist. The company creates recruitment profiles that coach your team to success by giving them a better understanding of who they're targeting and why they would be interested in the role. Then we translate that data into recruitment marketing recommendations you can execute, reducing costs with better recruitment marketing.

Katrina actively pursues challenging questions about recruiting, employer branding, recruitment marketing and life.

For most of her career, she has been a marketer living in a recruiter's world – listening to both sides of the talent equation to understand endemic issues and conceptualize solutions for engaging and (hopefully) hiring better people.