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[James Ellis](http://jamesellis.us/) is an [employer brand consultant](http://employerbrand.consultant/) and the host of [The Talent Cast](http://thetalentcast.com/), a weekly deep-dive into the mechanics and theory of recruitment marketing and employer branding. He has worked with Target, SavATree, Aprilaire, QuEST Global, and many others to attract better talent faster. Most recently, he transformed Groupon's employer brand, reaching Hired's list of strongest employer brands in Chicago. He lives in Chicago with his wife and daughter.