ProFinda

# Day in the Life of a Resourcer

When it's done right, resourcing adds a huge amount of value to a business. You can drive operational efficiency, increase profitability and improve the employee experience. There aren't many roles out there that have to strike this balance so delicately, between doing what is right for the business and also helping the individual to achieve their own career goals.

More and more is being asked of resource management teams, yet in many cases the tools, systems, policies and processes are inadequate, hindering the ability to get the job done in the most efficient way.

## Introducing Alison



**Alison Driscoll**
Resourcing SME, ProFinda.
Former Head of Resourcing, KPMG UK

*Previous companies include:*

KPMG EY Building a better working world

Most recent role

**Head of Resourcing at KPMG UK**

Responsible for

| 14k | 1.6m | 25m |
|---|---|---|
| Staff | Projects | Chargeable hrs |

"Ultimately our job was to get the right people, on the right job, at the right time, and for the right price."

**The remit of the resource manager has expanded, the strategic importance has been elevated – yet the systems aren't in place to support this.**

## A day in the life of a resource manager




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Resourcing has been undervalued and underinvested in compared to many other supporting functions such as talent acquisition, finance or HR. Legacy systems being used are often unfit for purpose. Now is the time to change that!

The core focus of resourcing systems is often “how utilized is my workforce?” Utilization is of course an important metric - but it’s not the only one. Just as critical is the ability to understand what skills there are across the organisation and which individual employees hold them, so you can optimise project execution by assigning the right people with the right skills to the right roles. Assembling the optimal team maximises project margin and ultimately drives profitability for the firm. We also need to consider employee development needs and preferences. All the while, ensuring fairness of opportunity, and upholding regulatory compliance requirements. An intelligent system powered by AI is required to manage this complexity, and ensure the right, transparent, auditable decisions are made.

## ProFinda Scope

- Maximise Utilization
- Understand and manage skills landscape
- Drive profitability
- Employee development needs and preferences
- Adhere to regulatory constraints
- Fairness DE&I

**Underpinned by AI**

I came across ProFinda in my role as Head of Resourcing at KPMG UK. We implemented ProFinda to transform the way we deployed our workforce, and it made a huge impact. I fell in love with the product and the way it uses AI to transform how resourcing gets done, freeing up time for resource management teams to be more strategic in their decisions, making a far bigger impact across the business. That’s why I joined ProFinda - to support our clients in elevating resourcing and unlocking it’s true value.

Resourcing sits at the heart of a professional services firms business model. With ProFinda in place, resourcing drives operational efficiency and the employee experience in tandem for our clients. It also makes the role of a resource manager far more rewarding!




The harmonisation of **Operational Efficiency & Employee Experience**



“If you’d like to learn more about how our clients are using ProFinda, see the tool or even just have a chat about resourcing - please do drop me a line. Thanks.”

Alison Driscoll
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