



ALUMNI SUCCESS STORY - 12



NAME: MRS. FIRDOUSE ARA BEGUM

DESIGNATION: SENIOR RECRUITMENT MANAGER

COMPANY/ORGANIZATIONS: HERKEY (FORMERLY JOBSFORHER).

BRANCH: COMPUTER SCIENCE ENGINEERING.

BATCH: 2002.

The journey began in the classrooms of SMV (S.L.N) College of Engineering (VTU), where Firdouse Ara Begum laid a solid foundation in Computer Science (1998-2002). Though her early years included vital technical and coordination roles at institutions like KAUST (King Abdullah University of Science and Technology), it quickly became clear that her true passion lay not just in systems and hardware, but in people, strategy, and change. After gaining valuable experience in resource analysis, HR administration, and even IT quality assurance, Firdouse found her true calling: Recruitment Management focused on building diverse and inclusive workforces.

Firdouse has emerged as a Senior Recruitment Manager and an industry expert in Diversity, Equity, and Inclusion (DEI). At Herkey (formerly Jobsforher), she moved beyond traditional talent acquisition to become a strategic partner dedicated to correcting global gender imbalance. Her most impactful work centers on the "Back to Work - Restart Her" program, where she expertly encourages and guides women who have taken career breaks back into the workforce. This is a testament to her unique ability to combine strong commercial awareness with genuine empathy.

Firdouse has successfully delivered these critical relaunch programs in collaboration with major global clients, including Amazon (Rekindle), Google, Intuit, Myntra, Airbus, and Oracle, significantly enhancing gender diversity across all industries.

Firdouse is not just a strategic thinker; she is an unparalleled executor. Leading a team of 20+ members, her career highlights include:

- **Large-Scale Event Management:** Single-handedly managing complex Meet and Hire Events for over 50 women per drive for clients like Mastercard, Goldman Sachs, Dell, Shell, and Boeing, handling everything from screening and shortlisting to final confirmation and potential hiring.
- **Conference Leadership:** Playing a pivotal role in massive recruitment initiatives like the Her Rising Conference – RecruitHer, which involved coordinating the arrival and engagement of over 500 women.
- **Exceptional Results:** She is able to provide opportunities for more than 5 thousand female candidates which includes women leaders, Risers, Restarters and freshers and continuing this with Collaboration if multiple clients.

Firdouse's approach is defined by her complex problem-solving skills and her commitment to fostering a positive candidate experience. She is highly skilled in:

- Formulating and executing DEI strategies to ensure just and inclusive policies.
- Integrating onboarding programs with recruitment efforts to accelerate new hire productivity.
- Mentoring junior recruiters, sharing her extensive knowledge of traditional and digital recruitment strategies, and improving team growth.
- Analyzing recruitment metrics to identify gaps and implement necessary adjustments, ensuring a data-driven approach to closing workforce deficits.

From an engineering student at S.L.N College to a leading force in global diversity recruitment, Firdouse Ara Begum's career stands as an inspiring example of how technical grounding, combined with an unwavering focus on people and strategic execution, can create tangible opportunities and drive powerful organizational change.