



DEBORAH DEAN
SFN Corporation
SVP, New Business Development, Strategic &
Supplier Diversity

Deb Dean is senior vice president of new business development, strategic accounts and supplier diversity for SFN Group, Inc. (NYSE: SFN). Founded in 1946, SFN Group is a strategic workforce solutions company that provides professional services and general staffing to help businesses more effectively source, deploy and manage people and the work they do.

Since 2008, Dean has had responsibility for sales and service excellence for the company's largest account relationships. In 2009, she was tapped to lead a streamlined enterprise sales organization formed through the alignment of the new business development, strategic accounts and supplier diversity teams. By more closely aligning these teams, Dean has helped leverage resources and promote strong collaboration on sales pursuits with both new and current customers.

To ensure significant participation in the staffing supply chain, Dean has established a growth strategy that includes building strong relationships with MSP providers and an expansive network of diverse MWBE suppliers. Leveraging over 60 years of staffing experience and local community ties across North America, the company helps clients centrally manage their contingent workforce requirements to meet diversity goals through diverse vendor relationships, a thorough qualification process and ongoing performance monitoring.

Dean joined SFN Group in 2006 from Spring Group, where she served as VP global sales and strategic marketing. Having had responsibility for the launch of that company's vendor management solution, she has a unique understanding of supply chain logistics in the recruiting and staffing environment as well as the unique requirements of Fortune 500 employers.

She was previously VP of sales for TRS Staffing Solutions and director of new business development for GRI PeopleNet, a subsidiary of Ford Motor Company. She began her career as a recruiter and has undertaken numerous international assignments.

Dean is a graduate of Alma College in Michigan.

