

About Tracy Brisson and The Opportunities Project

Quick Bio

Tracy Brisson is the owner of The Opportunities Project, a national talent development, career coaching & recruitment consulting agency, and the author of multiple career books. Tracy often speaks about career topics, recruitment, education, small business, & women's leadership.

Full Biography

Tracy Brisson is the Founder and CEO of The Opportunities Project, a national talent development, career coaching & recruitment consulting agency. Tracy left a conventional career path as a neurotic high-achiever in the education industry to launch her company in 2010. She wanted to redefine the concept of professional opportunities and broaden the impact of her recruitment work, as well as help individuals experience economic empowerment and improved quality of life while living that path herself.



Before launching The Opportunities Project, Tracy served as the Director of Teacher Recruitment for the New York City Department of Education, one of the largest employers in the United States, where she supervised the hiring of over 5,000 teachers annually. During her tenure, Tracy's team won second place in the annual Best Employer Brand contest sponsored by ERE, an international recruitment association, and implemented a successful national and local college recruiting program that increased applications by over 30%. She was also a founding program manager of the NYC Teaching Fellows, one of the oldest and largest alternative teacher certification programs in the country.

Tracy is the author of two books with SEAM Publishing, *Create Your Own Opportunities: Coach Yourself to Career Success*, and *Confessions of a Teacher Recruiter: How to Create an Extraordinary Resume and Hook Your Dream Job*, a frequent top 25 resume book on Amazon.com. She serves as a career expert for Rising Tide, an initiative that

helps young professionals achieve the best in their lives as part of the Proctor & Gamble and Tide brands' commitment to service, and her career advice regularly appears in print and national media outlets, such as the *New York Post*, *Time Out New York*, Mashable & CBS MoneyWatch. Tracy has also been a featured speaker at many universities and selective conferences, including the Brazen Careerist Social Recruiting Bootcamp, the CollegeRecruiter.com FedCollege Conference, #140edu, and TEDx.

In addition to being a Certified Professional Coach, Tracy has a BA in Public Affairs from the Maxwell School at Syracuse University, an MPA in Public Finance and Economics from the Wagner School of Public Service at New York University, and completed the coursework for her doctorate in Educational Leadership at the Steinhardt School of Culture, Education, and Human Development, also at New York University where she was invited to speak at

academic conferences on predicting teacher success. She is also a graduate of the Kauffman Foundation's Fast Trac NewVenture Program for early stage entrepreneurs and an alumna of Teach for America.

Tracy grew up in Fairhaven, Massachusetts and after 15 years in New York City, now lives in Savannah, Georgia where she can play tag more frequently with her niece and nephew. She enjoys working with the entrepreneur community as a local leader of StartupChicks, strolling the farmer's market every Saturday with her dog Forrest, and experiencing the ocean at Tybee Island every chance she has.

Press Mentions

Tracy Brisson is a frequently requested expert by the press, including print and international media sites. Check out a list of her 50+ press appearances and press kit via The Opportunities Project's press site at <http://opportunitiesproject.com/press/>.

About The Opportunities Project

The Opportunities Project is a talent development, coaching, and recruitment consulting agency that helps individuals rock their professional lives and supports organizations that seek to perform at their best. We empower our coaching clients by helping them make decisions, explore possibilities, and create concrete plans so they can command the professional success they desire as quickly as possible. We help our recruiting clients find the right talent by targeting marketing resources productively, focusing on a great applicant experience, and implementing effective selection systems.



Since opening its doors in 2010, The Opportunities Project has helped 1,000+ people with their career goals through coaching, talent development workshops and speaking engagements. We have also assisted organizations in hiring 900+ new team members through our recruitment consulting work, including many high-profile education organizations. The Opportunities Project's customer specialties are as follows.

COACHING AND TALENT DEVELOPMENT:

- ❖ recovering overachievers
- ❖ aspiring entrepreneurs
- ❖ women or other individuals underrepresented in their field (e.g., STEM, politics, etc.)
- ❖ new leaders & managers
- ❖ teachers & education professionals

RECRUITMENT:

- ❖ large organizations hiring 200+ new employees seeking to scale their approaches
- ❖ small organizations building recruiting infrastructures and outsource their first searches
- ❖ organizations who want to maximize their recruitment department's performance
- ❖ schools, districts and charter management organizations

Learn more about our services at <http://opportunitiesproject.com>.