

# Joel A. Junker

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## LEADERSHIP SUMMARY

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Collaborative leader with a track record of creating and implementing initiatives that increase organization's performance, capabilities, and growth. Strong interpersonal, relationship-building, and influencing skills that foster a team environment guided by purpose and values, resulting in high-performing teams and employee retention. Find meaning and fulfillment through inspiring others to reach their personal and professional goals. Known for strong work ethic, results-based mentality, continuous self-development/improvement, and developing teams that exceed goals.

## EDUCATION and CERTIFICATIONS

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University of Notre Dame, Notre Dame, IN  
BSBA Finance

Northwestern University, Evanston, IL  
Graduate Certificate Organizational Leadership Coaching

Gonzaga University, Spokane, WA  
MA Organizational Leadership

International Coach Federation (ICF) Certified

## PROFESSIONAL WORK EXPERIENCE

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**CAMERON-BROOKS, INC.** Fredericksburg, TX

SENIOR VICE PRESIDENT/PARTNER

August 1999 to Present

Cameron-Brooks is a twenty-person professional recruiting firm that facilitates the transition of junior military officers (JMOs) from military to business careers. Held several key leadership roles throughout career: Client Relations, Business Development, Operations Team Leadership, and Leadership and Career Coaching

### CLIENT RELATIONS

Partner with hiring managers and Human Resources and Talent Acquisitions organizations at *FORTUNE 500*, small growth, privately held, and international companies demonstrating the value of Cameron-Brooks services and hiring JMOs for their critical leadership development positions.

- Captured client requirements, matched candidates with client needs, facilitated screening and follow-up interviews and assisted in onboarding new hires with clients.
- Developed strategy to provide recruiting services for a *FORTUNE 200* financial services company; the company started a formal JMO program and was one of the top revenue-generating clients for several years.
- Created a request for proposal to a *FORTUNE 5* company; client agreed to recruiting services and opened up opportunities to several divisions across the company. Maintained a twenty-plus year relationship with the client.
- Worked with key managers at a privately held \$2.5 billion technology company to develop and implement JMO recruiting program; the company hired 25 JMOs over ten years from Cameron-Brooks.
- Within the first three years of the Client Relations role, introduced JMO recruiting concept to 7 new clients; educated clients on the value of JMOs and best practices to recruit them; all companies hired through Cameron-Brooks.

### BUSINESS DEVELOPMENT

Identify and create growth opportunities to increase the quality and quantity of JMOs partnering with Cameron-Brooks for their transition. Managed relationship with marketing agency, and social media presence.

- Contributing author for *PCS to Corporate America, 4<sup>th</sup> Ed.*, considered the authoritative guide for JMOs transitioning from military to business.
- Partnered with a marketing firm to create a new website, incorporating search engine optimization (SEO), search engine marketing (SEM), and pay-per-click (PPC) strategies; tripled the number of inbound leads from website.
- Launched *The Cameron-Brooks Podcast: PCS to Corporate America*, resulting in 14,000+ downloads in first 12 months and significantly increased awareness of Cameron-Brooks services in JMO community.
- Led a \$500K project to create new proprietary Candidate Resource Management System; allowed prospective candidates to create profiles and Inside Recruiters to campaign potential candidates more easily.

- Transitioned in-person hiring conferences to a virtual event, successfully navigating the 2020 global pandemic. The new conference contributed to record revenues and sustained the company during an economic slowdown.
- Created a training program aligning with the Department of Defense Skillbridge, allowing JMOs up to a 3-month break from active duty service to prepare for the transition and conduct interviews.

### **OPERATIONS TEAM LEADERSHIP**

Manage all internal operations for the company, including leading a team of Outside and Inside Recruiters and administrative personnel. Responsible for hiring, retention, and individual and team development for the company.

- Led a year-long review of company culture, creating first company Purpose and Values statement in its 50-year history; led to the foundation for consistent hiring, performance coaching, and increased employee retention.
- Developed three company Principals and implemented new operations strategy; achieved revenues well above the historical average for four years straight despite two founders retiring from the company.
- Instituted engagement programs that included training initiatives and individual coaching; reduced company personnel turnover to less than 5% annually.

### **LEADERSHIP AND CAREER COACHING**

Provide career and leadership coaching to JMOs transitioning to business and Alumni of the Cameron-Brooks program. Manage development program preparing JMOs to transition to business and alumni continuing education.

- Redesigned educational program teaching military officers business, career management, and interview concepts. Program improvement resulted in 88% of candidates accepting positions with a Cameron-Brooks client.
- Engaged in coaching relationships with executive leaders across various industries in business, healthcare and educational institutions.
- Delivered presentation to area chamber of commerce leaders on how leaders can use coaching methods to develop team members, change behavior, and improve engagement.

### **UNITED STATES ARMY Fort Hood, TX**

PLATOON LEADER/EXECUTIVE OFFICER/OPERATIONS OFFICER May 1995 to August 1999  
 Served as an Armor Officer in the Army's first digitized combat brigade. Conducted initial fielding, soldier training, and evaluation of an experimental digital communications system. Held various positions, including Platoon Leader leading a 16-soldier tank platoon, Executive Officer managing all maintenance and logistics for a 60-soldier tank company, and Operations Officer planning and forecasting training for a 360-soldier unit. Consistently rated in the top 10% of peers.

### **EXPERTISE**

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| ● Team leadership/building high-performing teams   | ● Written and verbal formal presentations                               |
| ● Client services and business development (sales) | ● Talent acquisition, recruiting, onboarding, retention and development |
| ● Marketing – brand awareness and differentiation  | ● Career planning and interview preparation                             |
| ● Leadership development and coaching              |   |

### **ADDITIONAL PROFESSIONAL EXPERIENCE**

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**Hill Country Memorial Health** Fredericksburg, TX January 2019 to March 2023  
 TRUSTEE/SECRETARY  
 Provided governance and strategic direction to 500+ person health system in the Texas Hill Country. Chaired the Executive Compensation and Evaluation Committee and served on Task Force that led the merger with HCA Methodist.

**Create Healthy Foundation** Fredericksburg, TX May 2023 to Present  
 BOARD MEMBER/SECRETARY  
 Govern and guide strategic direction for a new charitable health foundation in the community created with funds from the merger of Hill Country Memorial with HCA Methodist. Serve as Board Chair for Grant Award Council.

**Schreiner University** Kerrville, TX  
 Serve on the President's and Schreiner Institute Advisor Boards. Provide insight and counsel on veterans support services, leadership coaching and development, and pathways for students to become commissioned military officers.