

Influential Women Showcases Marla Wolf, Talent Advisor and Relations Specialist Leading Biogen Recruitment Growth

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Marla Wolf is a High Performing Talent Advisor and Client Relations Specialist based in the Raleigh-Durham-Chapel Hill area, known for transforming hiring processes into experiences that elevate both individuals and organizations. With a professional philosophy centered on connection and authenticity, Marla has built a career dedicated to helping people identify their strengths, navigate career transitions, and experience more seamless, human-centered hiring journeys. Her expertise spans talent acquisition, client relations, career counseling, mentorship, and process

improvement, making her a trusted advisor to contractors, hiring managers, and organizational leaders alike.



Marla's career path reflects a dynamic and intentionally shaped journey marked by adaptability, resilience, and continuous reinvention. She earned a Marketing Degree from Elon University before beginning her professional career in accounts payable at IBM, later transitioning into customer care management and training within the telecommunications industry. She then expanded her leadership and communication skills as a personal trainer and fitness instructor, where she motivated individuals and led performance-focused environments.

Her professional and personal development was further shaped by an international experience living in Germany and traveling throughout Europe for four and a half years. This period deepened her cultural awareness, adaptability, and appreciation for diverse perspectives. Upon

returning to the United States, Marla navigated the challenge of redefining her professional identity while balancing motherhood and career reinvention. During this period, she worked across account coordination, retail, fitness, volunteer leadership, and career services roles—each contributing to her evolving understanding of people, purpose, and professional alignment.

Through an intentional process of self-development, discipline, and persistence, Marla ultimately discovered her calling in recruiting. In this field, she combines a deeply people-first approach with a results-driven mindset, allowing her to bridge the gap between organizational needs and individual potential.

Today, Marla serves as the onsite Randstad Managed Services Provider at Biogen, where she oversees more than 50 contractors and 60 hiring managers. In this role, she consistently exceeds performance targets while ensuring alignment between workforce strategy and human experience. She has demonstrated particular success in facilitating contractor-to-full-time conversions, reflecting her ability not only to meet operational goals but also to foster long-term career growth for individuals within complex corporate environments.

Beyond her corporate responsibilities, Marla is deeply engaged in community mentorship and professional development initiatives. She regularly participates in local technical college programs, career fairs, panel discussions, and webinars, where she supports emerging professionals in building confidence, resilience, and strategic career awareness. Her approach emphasizes emotional intelligence, adaptability, and collaboration, with a consistent focus on leaving every individual better than she found them.

Marla attributes her success to hard work, inner strength, and an unwavering drive to persist through challenges. She identifies her greatest differentiator as her innate ability to connect with people and build trust quickly and authentically. Throughout her life, she has navigated significant personal and professional transitions—including raising children, adapting to new cultures, and re-entering the workforce—each contributing to a deeply grounded sense of resilience, perspective, and grit.

She approaches every challenge with intention, guided by a simple philosophy: do the work, keep the faith, and trust the journey.

One of the most impactful career lessons Marla ever received came during an informational interview early in her professional journey. At the time, she was advised to refine her career direction, focus on a select group of target companies, and pursue opportunities through intentional networking rather than broad, unfocused applications. She was encouraged to approach her career with structure and clarity, maintaining flexibility through a “Plan A, B, and C” mindset. This philosophy continues to inform both her personal approach and the guidance she provides to those she mentors today.

Marla also draws inspiration from Maya Angelou’s enduring wisdom: “People may forget what

you said or did, but they'll never forget how you made them feel." This principle remains central to her approach to leadership, recruitment, and client engagement.

In her mentorship of young professionals—particularly women entering the workforce—Marla emphasizes the importance of experience over perfection. She encourages individuals not to feel pressured to have their entire career path defined early on, but instead to focus on doing each role well, learning continuously, and allowing clarity to emerge over time. She advocates for patience, self-compassion, and a commitment to excellence in every opportunity, regardless of title or industry.

Marla recognizes that the modern hiring landscape has evolved significantly, presenting both challenges and opportunities. She notes that traditional job-seeking methods have shifted toward a more competitive, relationship-driven model where visibility, authenticity, and strategic networking are essential. In this environment, she views recruiting as an art form—one that requires emotional intelligence, communication, and the ability to see potential beyond resumes.

Having personally navigated multiple career reinventions, Marla understands the resilience required to pivot professionally. This lived experience informs her belief that "the game has changed—so change the way you play it." Today, she actively works to strengthen professional ecosystems by partnering with educational institutions, career advisors, and industry organizations such as the North Carolina Biotechnology Center to help prepare the next generation of leaders for evolving workforce demands.

At the core of Marla's personal and professional life is a commitment to protecting her peace. She views life as something to be lived intentionally rather than endured, consistently evaluating whether her decisions align with her values and purpose. Relationships remain central to her identity, and she invests deeply in her roles as a mother, wife, daughter, sister, professional, and friend.

She also believes that personal value is not defined by external validation. Instead, she sees misalignment in any environment not as a reflection of worth, but as an opportunity for realignment and growth. She prioritizes health, family, meaningful connection, and experiences such as travel, and maintains a clear distinction between her work and her identity. For Marla, work is something she does—not who she is.

Recognized by clients, colleagues, and partners for her warmth, energy, and ability to navigate complex workforce challenges, Marla Wolf has established herself as a driving force in modern talent acquisition. Through her commitment to connection, authenticity, and excellence, she continues to transform hiring experiences into meaningful outcomes that benefit both individuals and organizations alike.

Learn More about Marla Wolf:

Through her Influential Women profile: <https://influentialwomen.com/connect/Marla-Wolf>

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