



Carla Vilar

Director, Human Resources

Carla began her storied career producing nationally syndicated television talk shows for Kingworld and Buena Vista. And while searching for mother/daughter relationships in need of divine talk show host intervention was intriguing, it wasn't exactly what she wanted to do with her life. Then she met a recruiter who suggested she try recruiting -- and at last she'd found her calling.

Carla spent the next 4 years "changing the lives" of print and interactive graphic designers, project managers, and creative directors in the NYC metropolitan area. Her client roster included Agency.com, Modem Media, Red Rocket, Amscan, Kraft, Pepsi, and PWC.

Carla was recruited by Agency.com to head up their HR department in NY. There she was part of the executive leadership team, responsible for employee relations, recruiting, designing performance management plans, and career development. Then The Wonderfactory came calling.

For the last 3 years Carla has been responsible for everything "human" at The Wonderfactory: employee and organizational development, benefit management, employee relations, and recruiting world-class talent. She has created a holistic yada-free talent review program for the TWF team consisting of a sweet-tooth sensitivity assessment (STSA), rigorous spin bike stress testing, and a unique, in-depth Emotional Intelligence (EQ) analysis. Honest. We're not kidding. Except for that stress testing thing.