What role does your business serve?

People see us as an IT staffing firm, but we provide a flexible workforce. IT is the core of our business and IT is represented in all facets of the corporations we serve. What makes us stand from others is that we are really efficient in being able to identify and recruit the top talent in the country. We screen talent prospects and establish a pipeline for our customers. This helps us to establish the ideal fit for our client companies. Essentially, we act as an outsourced recruiter.
How did you first become involved in this business?

I was a political science major, learned Russian, and graduated from Saint Louis University in 3 years. Originally I wanted to be an attorney. My first position at Boeing (McDonnell Douglas at that time) was acquired through a temp agency called Today's Temporary. Boeing had an opening for a part-time receptionist; I later became a full-time employee in HR and brought in a lot of contractors in that role. This is where I was first exposed to the world of the "flexible workforce". That's also where I met my business partner Mark LoCigno, also from SLU, who had similar business philosophies.

How has your company evolved since its inception?

I love change and am excited for something new to happen every few minutes. Over 13 years we have evolved from being a small entity, focused on serving large corporations. We have a good idea of the needs of the marketplace. Our mission to meet their needs hasn't changed, but what has evolved is that we needed to be able to service all of our customer's facilities- local, regional, and national. These customers were looking for partners, partners that could accommodate their national needs. "We recognized that we needed to expand."
We started to service small companies. This decision was partially revenue driven and partly because didn't want to compromise our mission. We also expanded our technical services offerings. We had started with just IT needs, but customer demand required expansion into engineering, telecommunications, human resources, legal, and other fields.
However, we have avoided areas that are beyond our scope. We are not trying to be a complete outsourcing solution. The ability to say no to business is difficult for an entrepreneur, something we learned early on. We stick to our core competencies.

What are the biggest successes of your business?

My biggest success is that we conducted an employee satisfaction survey [for employees we placed with companies], and the results stated that 100% of the employees would utilize us again in finding another opportunity. This is especially significant since the survey was conducted in a time of economic turmoil. We want to be your vehicle to finding opportunities in these organizations.
The other biggest success came when I was talking to an economist... Looking over our records, we found we have retained 100% of clients since our inception in 1998. We never lost a client. I fully expect everyday that we have to be adding value.
How do you differentiate your company from your competitors?
Staffing is a very saturated industry with very few barriers to entry. This leads to a lot of access for people to start firms. However, the landscape is changing very quickly. We focus all our energy in our recruiting power. Recruiting is our core competency. Everyday, we are proactively going out into community to find people that can potentially fill the needs of our clients in the future. This availability of talent for clients helps us to differentiate us from our competitors. We focus on "How do we fill the jobs we have?" and ask "How we can be our client's trusted advisor?"

What do you feel it takes to be a successful entrepreneur?
Anyone can become a successful entrepreneur. It takes passion, persistence, and an unwavering need to succeed. We experiment a lot. Some experiments work out and some don't, but we gave it a shot." Be persistent, things don't happen overnight. You need to keep putting yourself out there. Let people know how you add value. I continuously reiterates our mission to employees and ask "What are we going to do today to make a difference?"
Do something you are passionate about, so it doesn't even feel like work. Really, the unwavering drive to succeed is the key. You need to focus on the idea that failing is not an option and celebrate every little success you have.

Is your company committed to innovation? How?
Being tech-centric and innovative is our blood. It is a necessity. What will our client need tomorrow? How can we drive more efficiency out of the people we have? If you are going to be a strategic partner, you need to help your clients innovate. Innovation is closely connected to change, which we love. We are constantly embracing technology. We have become more paperless, we do a lot online. Social media has helped us stay connected to our employees. We use Facebook and their blog to infiltrate new things that we think employees and clients need. This has affected our delivery efficiency and efficacy. Relationships are more spread out because of social media, and it lets us move more quickly to market our talent.

Where do you go for inspiration?
I am one of those people that is always happy. I try to engage with people on a regular basis and I try to make an impact on the community. Most of my inspiration comes from philanthropy. The United Way is a particular source of inspiration. They make such a significant impact on the community. The Blessing Basket Project [a program selling baskets made in developing companies and assuring the artisans make good wages]- founded by Theresa Wilson - She has given me more inspiration than anything. This woman is amazing; she makes me think "I need to get my butt in gear". Luck just doesn't happen, you make it happen. I am always trying to figure out how I can help further her cause. I am honored to be a part of that cause.