



TYGES®

Connectivity Business Unit
Executive and Professional Search Firm

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LATEST NEWS FROM TYGES INTERNATIONAL -
CONNECTIVITY BUSINESS UNIT

Part V.

You've Developed a Solution for the Market, Now You Need the Right Talent and the Right Recruiter

By: Jonathan Bogush- Director of Connectivity

Over the last few months, I've been focusing the TYGES Connectivity newsletter on exploring the ins and outs of large, multi-national manufacturers trying to fight the commoditization of their products by becoming more of a "one-stop shop" solutions provider in efforts to form a deeper relationship with their partners and customers. Throughout this newsletter series, it became apparent that the process of transforming to a solutions providing manufacturer had its challenges - from developing an alignment with your end-use customer's needs, to building sales, marketing, and engineering teams that can actually articulate the value proposition of the solution, to transforming your commercial and technical marketing message so that it engages potential customers and better helps them identify their solution within your offering.

With all this said, when a manufacturer actually does piece together a "one-stop shop" solution, how does this effect the choice they make in terms of finding a recruiting firm that actually gets it? In this current job market, manufacturers are constantly being approached by recruiting firms that claim that they have an expertise in their space. Most of these recruiting firms are touting some type of gimmicky process or technology (i.e. ease of use ATS systems or single point of contact tool like Constant Contact, etc) that is supposed to supplement the fact that they actually have no network in the space they are trying to recruit. Other firms Instead, claim they abide by the old-fashioned networking approach but ironically rely solely on sending LinkedIn invitations and using the old "post and pray" approach on job boards like Monster or Indeed. In both instances, what usually happens is that the requisitions do not get filled and they sit out on the job boards collecting dust becoming more and more unattractive to potential candidates.

At TYGES Connectivity, we understand that partnering with large, multi-national, solutions driven manufacturers requires more effort than simply having them adopt a new data base technology or merely using LinkedIn as marketing tool; it requires a dedicated and focused team of recruiters that are niche oriented and that are constantly on the phone with the talent from your competitors as well as the channel partners (distributors, integrators, and indirect representatives) that are on the front lines selling your solution.

Over the last few years, I have turned away dozens of potential clients because my Connectivity group - which is focused on a very particular subset of the IT, data center, automation, and electrical manufacturing world - simply does not have the contacts in the niche they are in. We do not want to take a search if we do not understand your competitive landscape or the channel in which your products are sold.

My advice to Hiring Managers and HR leaders that are watching their open requisitions go nowhere fast: find a recruiting firm who services your specific niche and be sure to give them some face time (literally or figuratively) so that you can decide whether or not they understand the ins and outs of not only your product solution but also the intricate channels and partnerships your organization has worked so hard to build.

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ACTIVE JOB OPENINGS:

- Sr. Product Line Manager - Data Center and Enterprise: fiber cables and connectors
- Regional Sales Manager (Midwest and Southwest) - Capital equipment sales: stamping presses
- Process Engineer - MV and HV power cable manufacturing

IMPACT PLAYERS:

- Senior Sales Engineer - data center connectivity and infrastructure products
- Business Development Manager - fiber optic sensing products
- Director of R&D - wireless and base station antenna products and systems

Should you be interested in learning more about any of our current job openings or Impact Players, please contact us at connectivity@tyges.com. We look forward to working with you in the future.

Good luck in your current ventures and you'll be hearing from us next month!

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