

BUSINESS beat

Featuring Tartan Fields Resident Phil Georgenson of PMG Employment Consultants, LLC



Michael Georgenson



Phil Georgenson

How did you find your last job? Chances are high it was through an executive recruiter. There are numerous top search firms in the US, but did you know your Tartan Fields neighbor Phil Georgenson is a member of the Pinnacle Society, an exclusive consortium of the top 75 recruiters in the North America. Only elite-level executive recruiters meet the stringent production criteria and ethical standards.

One of the first things you'll notice when meeting Phil Georgenson is his great sense of humor (just ask him about his favorite "child" Bogey, the family dog!). The second thing you'll notice is that his son Michael, who is also his business partner, has the same great humor. That sense of humor and ability to quickly relate to others helps them a great deal in their profession. *The Tartan Times* recently had the privilege of meeting with both of them to discuss their business – PMG Employment Consultants – and how they got into executive recruiting.

Most executive recruiters don't just start in this field straight out of college recruiting top level talent as their first job. The best recruiters are those that have refined their listening and questioning skills to an art level. Great recruiters need to understand completely what both the client and the recruit are seeking in a position. They are the ultimate matchmaker in finding the exact right candidate for a key position. The positions for which PMG conducts searches are all at the professional, management and executive level – well-compensated positions that have to be filled quickly but with a lot of thought and care. The right candidate has to be found, vetted, and carefully researched to make sure that they will be happy with the client and position. The client also needs to be interviewed thoroughly to be certain that they know exactly what they want

and what it will cost them to find and retain that key individual. Realistic expectations must be set on both sides.

So what type of individual and level of experience is best suited to this field? A strong background in business is an excellent first step. Phil has more than 25 years of human resources management and executive/professional recruiting experience. Prior to founding PMG in 2001 Phil held executive level human resources positions for two large organizations. Michael has breadth of experience across sales, marketing, underwriting and product management, also on the client side. This provides them with greater understanding of the nuances of a company's culture – important in finding an individual that will be comfortable there. Since they've both 'been there/done that' they are quick to hone in on in-depth questions in regards to what a client seeks in a specific candidate.

Since its founding, PMG has rapidly become a leading search firm due to Phil's experience both as an inside corporate recruiter and outside search professional. His commitment to deliver results and provide outstanding service has earned strong loyalties from a diverse group of clients. His consistent "top biller" status is driven by the ability to bring leading industry talent to his clients. Phil is a highly respected national expert in recruiting and talent management and has been a featured speaker at numerous seminars and conferences on the topic.

PMG's size has allowed them to provide more specialized and comprehensive service to their clients. They don't 'commoditize' their searches. They are involved from start to finish on a client's search. Unlike larger search firms where a partner may sell the client and then assign a junior associate to the search, at PMG the client has only one point of contact throughout the search. The client and the recruit both receive as much individual attention as is required. Phil says "Our focus isn't to sell a candidate to a client, its to find the right candidate. We find exactly what the client wants rather than making a candidate into what we think the client wants. We don't do the level of 'candidate prep' that some larger firms do since we understand better the client's needs the first time around."

If Phil or Michael worked for one of the top US search firms they would be among their top performing recruiters. Phil's chosen a more client centric business model that provides greater focus than what is typical in the search industry. Their investment in technology also enables them to outperform their competition. When asked what they most enjoy about recruiting, Phil says it's that he may make a phone call to a potential candidate one morning and know that the call will change the person's life for the better. He enjoys that feeling of helping others bring about positive change in their lives.

PMG recruits nationally as well as for many local area companies, including many non-profits, across all industries. They get most of their business through referrals from satisfied clients and happy candidates. So what makes a successful recruiter? Phil and Michael both agree that a sense of urgency is key – the client wants the perfect candidate yesterday! Top recruiters also need persistence, a "stick to it-ness" that means continuing to seek out the best candidate for a client; a strong radar to sense when candidates are selling themselves too hard and good interviewing skills to find out why; and lastly a good understanding of people. A successful recruiter also needs to be a good negotiator. Phil states "First we sell the client on our ability to do the search, then when we find the right candidate we sell on the opportunity, then we present the candidate to the client and lastly we educate the candidate on why the client's offer is right for them. Oftentimes we have to make sure before a search even starts that the client has a strong understanding of what their perfect candidate will cost them." Michael adds "We try hard to set expectations on both sides right from the beginning so there are no last minute surprises for either the client or the candidate."

So how does that sense of humor come into play? People skills are obviously critical to success in this field and having a sense of humor helps greatly in making calls to potential candidates. It


relaxes potential candidates so they are more candid with you. Phil says that the vast majority of potential candidates his firm talks with are in high level positions and they understand how a recruiter's call can benefit them. Even if they themselves aren't looking for a change right now, they know that networking and political savvy are important and they try to provide a recruiter with names of someone they think may be searching for a new opportunity. So next time you pick up the phone and hear it's a recruiter on the other end, it just may change your life.

Interested in talking with Phil or Michael? Here is their contact information. www.pmgemployment.com


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