



THE PERFECT FIT

Kelly Martin of Aerotek explains how companies can find the most qualified job candidates

Aerotek Scientific, LLC, a subsidiary of Aerotek Inc., specializes in recruiting and placing professionals in contract, contract-to-hire and permanent positions within the scientific and clinical research communities. Aerotek is a direct source to find qualified employees with the skills and expertise to transition seamlessly into the workplace.

With 25 years experience providing customized staffing solutions, we continually locate the best candidates at all skill levels. Aerotek's engagement process, known as the Perfect Fit Program, allows us to narrow the search to one candidate, to fill one specific position. Aerotek Scientific's goal is to deliver the most qualified candidate: the perfect fit.

NGP. How would you describe your role within the company?

KM. As Aerotek's Vice President of Life Sciences, I am responsible for creating successful programs with some of our largest accounts. I lead our national and international delivery and sales efforts ensuring our customers receive exceptional service.

Aerotek's life sciences segment provides the highest level of recruitment services to both candidates and customers in the biopharmaceutical industry. Our specialized service offerings help us to provide top-notch staffing and recruitment services in multiple-labor categories to many well-known companies within the industry, including global pharma and biotech companies.

Aerotek's proactive recruitment strategies, effective staff augmentation based on industry needs and on-premise management are just some of the successful initiatives we've implemented to improve our customer's operations.

NGP. You have more than 15 years experience in executive sales and management, starting out as a recruiter with a West Coast-based national staffing firm in the early 1990s. What would you say are some of the most significant changes in the recruiting world since then?

KM. The introduction of automation has been the most significant change in the staffing industry over the past 20 years. In the early 1990s staffing firms were more reactive –

having a singular focus on servicing customers and delivering top talent. Today, staffing firms like Aerotek strategically recruit and are more proactive in providing customized services that make working with a staffing company more of a consultative partnership.

Even with these advancements, automation doesn't hire people, people hire people. A staffing firm can be successful in an automated environment because these professionally trained recruiters have the capability to identify and match quality candidates.

We anticipate the customer's needs and are continually recruiting in order to enhance our speed of delivery. In order to keep up with this modern-day recruitment strategy, Aerotek provides advanced training for recruiters. For example, in just one year, Aerotek recruiters can receive up to four layers of training, ranging from the fundamentals of recruiting to technology-driven courses.

At Aerotek, we understand the time and money associated with professionally training each of our recruiters and we continue to provide this high level of training because we believe our recruiters are worth the investment.

NGP. You then joined an international organization on the frontier of VMS Solutions, where you also headed the health and life sciences division. What were your main responsibilities?

KM. As the managing director of global accounts my responsibilities included creating Managed Service Provider/Vendor Management Solutions (MSP/VMS) and strategies for Global 2000 companies. The programs included contingent, contract, 1099, offshore, consulting and project-based labour.

In the early days MSP/VMS programs were a conceptual idea and difficult for many companies to understand. During the past five years large companies have become more technology savvy and 'automation friendly' – with most using a type of internal system, for example, enterprise resource planning (ERP), human resources information system (HRIS), timekeeping and/or middleware.

Automation has streamlined and standardized business processes, provided visibility to drive business metrics and enhanced the overall value chain on a global basis. Automation provides objective, performance-based metrics to benchmark the value that Aerotek delivers to our customers.

NGP. Where did you go from there?

KM. I joined Kforce, a professional staffing firm, as vice president of its scientific division. During my time with Kforce – before the scientific division of the company was acquired by Aerotek in 2008 – my responsibilities included designing strategic initiatives for the growth and success of the scientific division. I focused heavily on expanding our team's capabilities through training and coaching for performance.

NGP. What factors contributed to the virtually seamless transition of Aerotek's recent acquisition of Kforce Scientific?

KM. The acquisition was a well thought out, strategic move by Aerotek. Kforce Scientific and Aerotek Scientific were well-aligned companies and their business lines consisted of many of the same focuses within the industry, including pharmaceuticals, biotechnology, clinical research, healthcare, food and beverage, chemical and plastics. The union of these two competitors creates

an even stronger niche staffing company that provides highly-qualified recruiters, many with a background in science.

NGP. How has the most recent expansion of Aerotek's service offerings benefited the biopharmaceutical industry?

KM. As technologies evolve and new career specialties emerge, the market for scientific professionals has continued to increase. Aerotek's recent expansion of service offerings within the biopharmaceutical industry reinforces the company's position as a leader in the marketplace. Our scientific division continues to place the most qualified candidates in many industries, including pharmaceuticals, biotechnology, healthcare, food and beverage, clinical research, chemical and plastics.

Aerotek's scientific recruiters understand the depth and breadth of a candidate's skills and abilities most coveted by customers and we continue to communicate effectively to truly understand the needs of our customers. Our recent expansion has allowed us to refine our recruitment abilities, taking us to the next level of professional recruitment. This ability, combined with the strength of Aerotek's size, scope of delivery and financial strength, enables us to provide exceptional service to all sectors within the biopharmaceutical industry.

NGP. What do you consider to be the major challenges the pharmaceutical and biotech industries are facing today?

KM. With ever-emerging new technology

and the rapid changes that are occurring in the biotech field, the pharmaceutical and biotech industry's growth potential is virtually unlimited. One of the few road blocks that can threaten the advancement of any new technology is scarcity of qualified, technical professionals to drive concept through to commercialization.

Aerotek can help companies oversee this potential obstacle. Our core competency is to identify, screen, match and place talent which enables pharmaceutical and biotech organizations to focus on their core competencies.

NGP. What do you think the future for the industry holds? And what will be your key areas of focus at the company in the short and long term?

KM. The future is bright – big Pharma is constantly being challenged by start-up pharmaceutical and biotechnology companies. New discoveries are being made in the research phase and novel drugs are being developed. Universities are offering more specialized degrees to prepare talent to not only work in the biotech and pharmaceutical industries, but to start up and run the companies.

Our short-term goals are to continue hiring internal team members who can understand and relate to the needs of the scientific community and to maximize automation in order to drive first-rate delivery. Our long-term goals are to continue to expand our international footprint and labor pools in order to support the global biotech industry. ■

Kelly Martin is Vice President of Sales in Life Sciences and Health for Aerotek. She has more than 15 years experience in executive sales and management developing contingent labor solutions and strategies for domestic and global companies. Her responsibilities at Aerotek include partnering and managing the company's largest clients in the pharmaceutical, biotech, medical device, health insurance and healthcare system industries.

Established in 1983, Aerotek is an operating company of the Allegis Group, the largest provider of staffing services in the United States. Aerotek operates more than 150 non-franchised offices and employs 2000 recruiters to identify, screen and select top talent. To find the Aerotek location near you or for more information about Aerotek Scientific, please visit www.aerotek.com.