

## Selectivity Fuels Growth for GRN in West Palm Beach

BY SHARON L. FLORENTINE

**Name:** Angel Romero

**Company:** GRN West Palm Beach

**Title:** President and Owner, West Palm Beach, Florida

**Years as a Recruiter:** 6

“Do more with less” has become the rallying cry for businesses in the new economy. But for Angel Romero, president and owner of the Global Recruiters Network (GRN) franchise in West Palm Beach, Fla., it was a key to his success before it was a catchphrase.

Romero, who founded GRN’s West Palm Beach office six years ago, said developing long-lasting, deep relationships with a small number of select clients is the catalyst for his company’s growth and expansion.

“We always like to have a core set of clients with whom we’ve developed long-lasting, deep relationships,” he said. “We choose to zero in on larger industry leaders and high-growth, innovative mid-sized firms in our specialty areas of healthcare, biomedical and finance.” Within these industries, his team has an intimate knowledge and understanding of each client’s mission, organizational capability, competencies and culture.

One unseen benefit of the exclusivity Romero and his team pursued: It reduces the number of “handsoff” companies and client conflicts they face in recruiting passive candidates.

“If you develop a long-term relationship with a select few leaders in your industry, if you are working exclusively with them, then you have much greater leeway to recruit from potential competitors,” he explained. “You don’t have many restrictive covenants because you’re only working with the top few firms,” he said, which means the opportunity to “poach” from a client’s competitors.

The focus on exclusivity resulted in Romero’s being named one of GRN’s top five most productive recruiters in 2005, 2006, 2007 and 2008 as well as claiming second place across GRN’s worldwide network of more than 180 franchises for the past two years, he said. GRN’s franchise approach gave him the tactical advantage he needed when he founded his firm six years ago, while also giving him the freedom to tailor his recruiting strategy to fit his clients’ needs.

“I feel that [the franchise approach] got me a head start on this business; they helped me ramp up quickly,” he said. “They already had systems and policies in place, but we’ve been able to take that and ‘build a better mousetrap’ based on the GRN training and legacy that they have,” Romero said.

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