



Happily Ever After

Client & Consultant stories about the value of our Core Values



OPTOMI

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he three core values

that stuck out to me the most were **dedicated**, **passionate** and **genuine**.

When I first came to Charlotte to start off the new market, it was very intimidating. One of the things that we strategized about was always being **genuine**. Many times, other firms will try to be everything to everybody. At Optomi, we focus on what we are really good at, one of which is cybersecurity.

We approach clients, like Duke Energy, and offer to help staff cybersecurity professionals, through our extensive network, showing we are local and dedicated to this skill-set.

In Charlotte, we got an opportunity to see where there were hiring needs and show how **passionate** we were about helping the entire state of North Carolina. When reaching out to managers, we were labeling ourselves as the “new kids on the block” and explaining how we have something different to offer.

When you’re **genuine** in your approach and not just trying to sell something, that’s when you see results. We were successful by explaining that we are different and we are truly **passionate** about this space and helping our clients grow. We have the **dedication** to consistently follow-up and give that level of attention.

-Josh Payne

Client Revenue to Date: \$6,454,716.26



here are two

things that Optomi does very well. Firstly, we are skill-set focused which allows each employee to research a space that we are **passionate** about. I have become a subject matter expert in the space of Infrastructure and Security.

Second, Optomi created the Opt2vue; a video interviewing platform that allows candidates to highlight their skills in a few short minutes.

There's a story I'll never forget. Octapharma Plasma was hiring for a Network Administrator and with this role being in my space, I had a pretty good idea of what they were looking for.

I spoke to a candidate that I thought was great even though he had fewer years of work experience. I sent the client the Opt2vue and had him answer some fairly technical questions in detail. He ended up doing an incredible job. I got on the phone with the hiring manager to talk about this candidate and the first thing the hiring manager mentions, just by looking at his resume, was his lack of experience. Then, I sent him the Opt2vue. He watches it while we are on the phone and he says, "Ok, I have to talk to this guy!"

We actually skipped the initial phone interview and went straight into an in-person interview and they hired him 5 minutes after it ended. The same hiring manager came back a week later to ask for help on a new role because of how impressed he was with Optomi and now we have a great relationship with that hiring manager because of the Opt2vue and how skill-set focused we are.

-Haley Marcus

Put 8 Consultants to Work with this hiring manager

W e have supported this client

for over 4 years. 1st as AOL, which later became OATH and now Verizon Media. We secured them through a networking event after meeting some of their internal team. They held a networking event at their campus in Baltimore at the time. From that event, we went on several meetings internally and everyone we met couldn't have been friendlier. They were very open and referred us to others.

Eventually, we had to get into their MSP. It came out that they wanted to start working with us because they loved how we wanted to add value and focus on true partnership and how **genuine** everyone at Optomi had been through the process.

It stands out to me because, at the time, I was with Optomi for less than 2 years, but I remember it moving very fast. We knew who this client was but, we didn't get a full scope on their presence. In Baltimore, it was 200 people, but we ended up driving down to Virginia, which is about 60 miles away, and they had several thousand people on site at the time. It went from a team that could have been 300-500 to supporting the entire AOL team in Virginia, which was several thousand people! It was a really great experience to go through and understand that if we are there for the right reasons, we are looking to add value and we are looking where Optomi aligns with the client, that is how we stand out. The client kept saying how **genuine** we were. Additionally, some of my coworkers at the time came from one of our competitors, and I think it was very refreshing for them to see our different approach.

-Chuck Shaffer

Put 21 Consultants to Work

A

consultant we placed

named Jake at JLL, was previously living over in New York and told us that a lot of the larger staffing firms like TekSystems didn't want to help him get a job in a different state. I think one of the biggest things that we do as an organization that makes us stand out is slow down to understand what the candidate wants and needs in their next role rather than pigeon-holing them into something that wouldn't be a good fit.

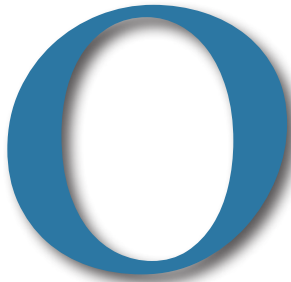
Jake's family, friends and brother were all here in Chicago and his end goal was to relocate to Chicago. I first connected with him about a completely different role but it wasn't a fit, and it didn't align with his career goals. I was honest about that after the initial phone screen.

Come December, our client was hiring for a position in Chicago and it aligned with what he was looking for. He could grow in his career and it fit his background. Since I had this relationship and had the honest conversation with him about the first position, he genuinely trusted me.

Another big thing that we pride ourselves on is keeping consultants. At my old company, we placed consultants and that's it. We wouldn't follow up with them unless they needed something. At Optomi, when candidates have an issue in the workplace, we will listen and try to understand their needs. We had a consultant feeling pigeon-holed when Covid-19 first started because the entire work dynamic was changing. We got on the phone and took that "slowing-down" approach where we listened and started understanding that, "Yes, you are a human being with feelings and sometimes these situations impact you negatively." So, we talked to her manager and started to remedy the situation with regard to her feelings. We started to mend the communication lines between the consultant and the client. Because we stepped in and helped her, not only did she stay, but she's now one of the top consultants on the team!

-Holly Kirsch

Client Revenue to Date: \$1,965,952.29



ur technology focus allowed us

to not only secure our first placement at Mad Dog Technologies, but also allowed us to expand into an exclusive partnership with them. It's a story about us being connected and how we took a more strategic approach to landing a first meeting. Shawn went to high school with a guy whose dad worked at Mad Dog, so we tackled it from a few different angles. I got a referral and Shawn used his high school network to connect with his friend's dad. So it really goes back to

being connected within our communities and leveraging that to get in front of people. I would say that the technology we are using from an Opt2vue perspective allows us to land the client, maintain the client, and then build exclusive relationships with them. Mad Dog has a bunch of different start-ups underneath their Mad Dog umbrella and one of those start-ups was a financial services platform. They were using some of their senior individuals to build out the platform but they really needed help to continue to make it scalable and essentially write the code to help support the platform. But, they had a tight budget. We had to find a strong but rather junior back-end developer that had all the right fundamental experience for this position, but not necessarily the years of experience that would drive the bill rate or conversion salary up. Interestingly enough, we started talking about Opt2vue. The client was really picky on paper. We put a consultant, Ben, forward that we really thought could help them. He was hands-on in code and was much more senior than his years of experience and pay-rate dictated. So, on paper, the client said no- he's too junior. We ended up putting him on video in front of the client. The Opt2vue really allowed Ben's passion to come to life. He spoke articulately about his background and experience and what he could bring to the table. The client was so blown away by the consultant and the Opt2vue that he decided to give him a chance.

Out of all the candidates that the client interviewed, he went with Ben. He never would have picked him if it weren't for this video interviewing technology. It was not only an opportunity to get ahead of our competition, but an opportunity to help guide the client and get him to be a bit more open-minded to whom he would consider. It ultimately led to a good relationship with Mad Dog and us building out 18 people for their entire team, which were all contract-to-hire!

-Taylor Jackson

Client Revenue to Date: \$1,031,759.40



his story is about

Workforce Software, which is a company in Livonia, Michigan. They are a workforce management software company which specializes in time and attendance, and scheduling and compliance for their clients to utilize globally for all of their employees. Before I started with Optomi, one of our employees, Shawn, was targeting Workforce Software from 2015 to 2017. We had not made any progress with them and then I took over as the Account Executive.

Blair Turner does a really great job of keeping in touch with consultants and former candidates, whether he placed them or not. He's very good at keeping his network open and makes sure he keeps tabs on what they're doing and where they're at. He had spoken with someone by the name of Terry Harshfield who previously worked at Dynatrace. Although we weren't able to place Terry, the way Blair was able to stay **connected** with Terry and walk him through our process from a candidate perspective really impressed Terry. When he landed his new role as the VP of Cloud Services for Workforce Software in January of 2018, they needed to add people to his team so the first thing that he did was reach out to Blair.

Due to the history that they had together, and how **passionate** and **genuine** Blair is about the process, we were able to make a connection and have a first meeting with Terry in April of 2018. We made our first placement with them in June of 2018. That placement was also helped by a Provalus sourcer who sourced the candidate and Blair took it forward from there with the submittal. Since our first placement in June of 2018, we've made 7 total placements (direct hire) and have since had other conversations on how we can support them with other roles outside of direct hire.

-Lindsay Haas

Client Revenue to Date: \$149,800.00

I

have been involved in

the career ministry and job search network for probably 10-15 years. Paige Berry is a good friend and was a hiring manager within Fiserv.

Paige had an opportunity to search for her next big gig and although I didn't place her there, she ended up at a security monitoring organization. Her job was to be the Director of Client Services and Delivery. Before, we weren't able to do business, but in this case we were because she needed IT managers and IT operations people. She called me up and were able to place consultants there. Being well-**connected** allowed us to secure a really strong OPS client.

She has also been a huge advocate for our Plan B networking event that I host and she will be on our executive hiring panel where she will volunteer. We will probably have 120 people on that call, all in strategic search where they'll be able to ask seated executives about challenges with job search, job transition or just interviewing process as a friend, a coach, a client, and someone who's **passionate** about paying it forward within our network group.

-Daniel Guelzo

Put 268 Consultants to Work

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y candidate story is about

a consultant named Patrick. I placed him as a Software Developer at NCR. I actually placed him in a go-to-work project with NCR so they trusted us with doing the interview process. The hiring manager said, “We need eight C# Software Developers that can start 2 weeks from now.”

I called Patrick and told him about the role and the situation. I could tell that he was pretty hesitant about the whole thing because we wasn't meeting with the client, hiring manager, or anyone at NCR. He was really just going off my word. He would have to leave his current role, put in his 2 weeks notice, and join a company that he has never spoken with. Since he was still very hesitant I said, “Hey Patrick. What's the best breakfast place closest to your house? I can meet you there tomorrow morning.”

I met him there the next morning and we started talking and got to know each other. He was a huge golf lover so we talked about golf and had a great conversation overall. At the end of breakfast he said, “Hey Christopher. I really wasn't going to accept this offer because I didn't feel comfortable about it but after meeting with you and speaking with you about the role, I have changed my mind. I trust you so I will accept this position.” He has been with NCR ever since. By showing the core value of being **genuine** and going out of the way to make sure he was comfortable with the role without even meeting with the team, hiring manager or NCR as a whole, made a positive impact on Patrick.

-Christopher Smith

Put 326 Consultants to Work at NCR

A

couple years ago

I was on social media and I noticed a woman had posted that her husband had just lost his job over at McAfee. He he has been there for over 20 years. She didn't initially say what he had done in his previous role but just that she had four kids and that she was a stay at home mom. She was very distraught that her husband had just lost his job so I messaged her and asked if I could help in any way, whether that be rewriting his resume or seeing who I was **connected** with in the Dallas area to help find him a new home.

She messaged me back right away and gave me his phone number and I ended up meeting him for coffee soon after. After talking with him for a few hours, I quickly realized that he was someone who was definitely placeable. He was a very senior Windows Engineer and I didn't even know that he was in IT when I first initially reached out. He was very intelligent and did an in-depth interview with Fiserv with story boards that he had to write.

They hired him immediately and ended up converting him early. He is still with Fiserv today. I love this story because it wasn't my intention to get him a job but more to make sure he was set up for success in his next role in any way that I could. Being **genuine** and **connected** was instilled in me through Optomi. I wanted to help him and his family from the bottom of my heart and knew that my relationships in the DFW area and being well **connected** allowed me to do so.

-Becky Clark

Client Revenue to Date: \$39,678,986.67



hough this prospect never

turned into a client, we did get a signed MSA-- with the Chicago Cubs. I'd been reaching out to the director of IT within the organization and he had not gotten back to me. I'm a very **passionate** Chicago Cubs fan and thought it would be a really cool logo to bring to the organization.

I ended up calling him and singing the "Go Cubs Go" song over a voicemail. He called me back just because he was having a rough day and that voicemail made him laugh and it was very **unique**. We ended up meeting with him about a week after. We got a signed MSA agreement, he introduced us to the team, and got a couple of ETL developer roles. Unfortunately, we were unable to fill them and we had a couple of back out issues which damaged our relationship which is why they didn't work with us moving forward.

In order to open the door to new clients, you sometimes need to be **innovative** and go in with a creative approach to make you stand out from the competition.

-Jock Lezon

When speaking to clients

it's important to truly value and respect their time. What I tell new clients or new relationships from the beginning is, "Hey, if you wouldn't mind spending some time with me on the front end, you will help me understand the ins and outs of your organization."

I then say, "Talk to me about the initiatives that you have in flight right now and what you're planning for the next 3-5 years down the road. What does your road map look like? Talk to me about current gaps that you see now or in the future." I really like to understand their organization. That way, by diving deep into understanding their culture and I get as much information as I can on the front end that tells me what they need and WHEN.

The client would say "When we go through this transformation we will be needing these skill-sets and technologies and support." By understanding the client's needs, it allows me to **respect** them in a couple of different ways. One aspect of that is knowing when a good time to follow-up is and knowing when they're going to need resources. Secondly, is having that overall understanding of their culture and the skill-sets that they hire for.

The goal is for them to give me a call and say, "Hey Shay, I need another "Mike" or another "Bob" and it's easy for me to align people for that new role within their organization because of that initial talk. My end goal is to help the client meet their goals but also to stay **respectful** of their time and not waste it.

-Shay Stephens

Client Revenue to Date: \$5,740,533.73

A

fter working with Optomi

over the past 6 years, I've been able to see the **genuine** approach our company has taken to earn the business of our clients. The same goes for our ability to form relationships with our current and future consultants. I'm **passionate** about learning about the people who I'm working with so that when the right opportunity comes along, we will be able to align that person best with our clients. For example, there was a candidate I was working with previously that was seeking an opportunity to get into a DevOps position. Around that same time, we were attending a golf tournament with our client Mary Kay Cosmetics.

They happened to have an opening at the time to hear about our candidate's profile and our video interview technology while we were on the golf course.

Ultimately, we found the person that they were looking for prior to any job search taking place. That's what I believe makes us different. It's our ability to form great relationships with both our clients and candidates and bring them together.

-Dana Faradie

Put 82 Consultants to Work

A

perfect example of

a core values story, which led to a placement, was with a consultant of ours, Zulfiqar Damani. Tim started working with Zulfiqar in February of 2020 on a role for Old Castle and was able to secure an offer in the beginning of March.

Unfortunately, Covid-19 happened and Old Castle had to put their budgets on hold and had to withdraw the offer. Tim continued to stay in contact with Zulfiqar since he really needed to get back to work after taking time off to deal with some family issues.

Tim showed a lot of **dedication** and a **genuine** desire to get him back to work by sending him to four more opportunities over the next couple of months. He got him a couple of interviews and eventually managed to get him an offer at Honey Baked Ham. He started within a week of getting the offer.

He's been there for sometime now and they absolutely love him. It started off as a 3 month engagement but now they are in talks about this being a longer term. This wouldn't have happened if Tim didn't stay **connected** with Zulfiqar and **dedicated** to getting him a new job.

-Dan Hill

Put 4 Consultants to Work



y favorite consultant story

out of Baltimore, was about a consultant named Cindy Lam. She's a Junior Developer of ours at RevSpring in Pennsylvania.

She had been on the market for a new job for quite some time and had some pretty bad recruiter experiences in the past by getting ghosted, not getting straight feedback, and was disappointed on her job search. Then, she met Lexi Arrowood from our team who got her a job at RevSpring which she was ecstatic about. I really love the relationship that Lexi built with her.

Needless to say, she was so impressed with how Lexi worked with her, that she drove down to Baltimore, on her own, to surprise Lexi and to tell her thank you in person. For me, to have a candidate so impressed with our process, and have a recruiter so **dedicated** to walking someone through that process after they have had some bad experiences, is a testament to the values that we instill in our team as well as Lexi embodying those.

She is currently still at RevSpring on billing and continues to send Lexi referrals!

-Ryan Stansbury

Put 28 Consultants to Work



y story is about

Suniti Sai. We **connected** four years ago after she saw my LinkedIn posts about hiring a Data Analyst. Since then, I have placed five of her referrals in addition to placing her. She has met with me and Jasmine countless times to try to get us into her company, Centene Corporation.

We have become personal friends with her over this journey and she even had Jasmine and I at her house to cook lunch for us one day. She is currently on bed rest after a surgery and has joked that she is recruiting for me right now trying to find me more referrals with all of her spare time.

She loves Optomi and our **genuine** approach in working with her and helping all of her friends find jobs.

-Brittany James

Put 4 Consultants to Work from Referrals

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I am going to talk about one of my

favorite placements, Danielle Major, who we placed at BCBS as a Vendor Risk Manager. Danielle had some less-than-stellar experiences with recruiting firms in the past, so when we initially reached out she was hesitant to work with us. Blair and I were really determined not to give up on her because she was an absolutely amazing candidate.

Blair really took the time to walk her through our process and helped her get on the same page with us about how we do business differently from our competitors. But more than that, he really took the time to understand Danielle as a person and learn all about her career goals and career trajectory. We relayed that to the client and Danielle did an absolutely amazing job during her interview process. When she accepted the inevitable offer with BCBS, she actually cried of happiness during the call. After the offer, we were debriefing with her and she told us that she just felt really special because we were the only firm that not only cared about the client's needs but actually cared about what she wanted and needed as a candidate.

Fast forward to today, she's absolutely killing it at BCBS and they said that she's one of the best hires they've ever made! When it was time to grow her own team, she came straight to Optomi and we were able to put some amazing individuals on her team. I think her story is a great example of how **dedicated** we are, not only to our clients, but also to our consultant base and how **dedicated** we are to our process.

It's a testimony to how our team at Optomi **genuinely** wants the best for everyone that we work with and strives to align what the candidate needs with what the client needs-- which just comes from hard work and **dedication** from our team.

-Madison Chadwick

Client Revenue to Date: \$458,868.64

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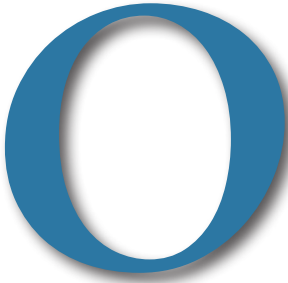
specific team within Flagstar

has not hired anyone in over a year and half. I was invited to take part in a Teams meeting with one of Optomi's best Account Executives and the Hiring Manger for Flagstar. Instantly, I noticed the military swag on the Hiring Manager. I started asking him about his military career, being a veteran, etc. We traded stories for a short time before getting into what his team was looking for. A couple of days later we had our first interview with the team from Flagstar. Shortly after the interviews, the Hiring Manger reached out to me personally and chatted to me about the candidates, veteran life and about Optomi's **dedication** to finding the right consultants. Few days after that, the hiring manager extended an offer to the Candidate that we presented for the role. Optomi was able to secure a deal with Flagstar and the candidate within 2 weeks from start to finish, based on our **innovative** search techniques, **dedication** and true **passion** for bettering both client and consultant.

Here's another story- I had secured an interview for a candidate that I was building rapport with, for over 3 weeks. We had submitted him to a couple of different roles because of his tremendous talent but unfortunately no movement was happening. During this time, he was interviewing with other clients. Shortly after, the candidate reached out to me and informed me that he was presented an offer from another client. I was excited for the candidate given that I felt we had built a **genuine** friendship in over a short period of time. At the same time, I was disappointed that I was unable to get him an offer. Of course, a couple of hours after we had chatted, I get the call that the company he interviewed with is now extending an offer. I called him right after receiving this news and shared the offer that was extended but also let him know that I completely understood that he had already received an offer earlier that day. During our conversation, the candidate told me that he would rather work with me because of the relationship we had built, and he felt that I was truly **passionate** about what he was ultimately looking for in his next venture. He accepted the role with our client and has been an outstanding consultant for them. Him and I check in with each other about 1 to 2 times a week.

-Gravis Meason

Put 12 Consultants to Work at Flagstar



ne of our core values

that comes to mind is being **connected**. I started with Optomi in 2015. Ben and I had one of our first client relationships we were building with Consumers Energy. We were partnering with the manager, Eric Ingle, with lots of infrastructure, virtualization, and storage and compute resources.

Ultimately, we got to know Eric pretty well with his hiring strategy, his personality and the people he would want on the team. Over the course of 2 years, we've placed around 6-7 engineers on his team, which was exciting because it helped them build out their internal private cloud.

We stayed in touch with him even after he took a career advancement opportunity up north, where he moved to a company called Haggerty Insurance. He was their VP of Infrastructure and we stayed in touch with him via LinkedIn. So we said, "I know we don't have a contract with you but we'd love to reconnect and continue our relationship in terms of hiring."

Two years later he reached out on LinkedIn and said that he had a Data Engineer role that he may need our help with. Immediately, we hopped on an intake call and helped guide the contract process with the HR group and placed five people at Haggerty Insurance, where they work to this day in direct hire capacities.

That goes to show that staying **connected** and maintaining client relationships, even when people have made a career move, still provides the opportunity to get new business.

-Blair Turner

Put 5 Consultants to Work at Haggerty Insurance

Put 7 Consultants to Work with Consumer's Energy



[not]

THE END

More memorable stories yet to come.