



Jade Bourelle

Jade Bourelle is founder, president and CEO of Talent Technology Corporation, a Vancouver BC-headquartered company with offices in Canada and the U.S. Talent Technology Corporation has four product lines, each supporting the implementation of recruitment technology to help automate and improve the recruitment and hiring processes in staffing and recruitment firms, as well as corporate HR departments. Here in an interview with Hunt-Scanlon Advisors managing editor Dale Zupsansky, Mr. Bourelle discusses his company's offerings as well as the current landscape of today's recruiting strategies.

## Talent Technology Corporation Founder Discusses Recruiting Strategies

**ORS:** Can you describe how Talent Technology Corporation began?

**Bourelle:** I firmly believe people and people-focused strategies are an organization's greatest asset, and play a pivotal role in business growth and success. Prior to starting Talent Technology Corporation, I started and managed several businesses — all of which were involved in recruitment and hiring. In 1999, with a vision of harnessing the power of technology and applying it to recruitment and hiring, I founded Talent Technology Corporation. Today, Talent Technology Corporation is a firm with 100+ employees and 400+ customers; a firm with product lines supporting the implementation of recruitment technology to help automate and improve the recruitment and hiring processes in staffing and recruitment firms, as well as corporate HR departments. We have acquired four companies to date. In addition, I have raised \$40+ million to date to finance company growth and operations. We are growing at a very rapid rate in terms of employees and revenue. We have several products that we offer to corporate HR departments as well as several targeted to staffing firms, job boards, and other markets.

**ORS:** Describe the services that Talent Technology Corporation provides its clients?

**Bourelle:** Through its product families, HireDesk and Resume Mirror, Talent Technology Corporation provides a range of award-winning recruitment and hiring software solutions and technologies that automate and improve the talent acquisition process in a variety of industries. Our solutions include: Resume extraction and resume search component technologies through the Resume Mirror product line; ERP talent acquisition enhancement modules; Recruiting agency platform applica-

tions via Talent Technology Corporation's HireDesk product line; Mid-market corporate talent acquisition solutions. HireDesk also provides talent acquisition and hiring solutions to mid-market organizations with between 1,000 and 10,000 full time employees; HR recruitment process and legal compliance assessment services through Knowledge Center. We provide a series of structured services that assist companies of all sizes evaluate the effectiveness and legal compliance of their talent acquisition and retention processes.

**ORS:** Describe your current customer base.

**Bourelle:** Talent Technology Corporation has over 400 customers. Our customers include recruitment and staffing agencies, corporate HR departments, RPOs, job boards, and other HCM software/service providers. Our mission is to automate and improve the quality of the talent acquisition process experience across multiple markets while providing clear, concise, and compelling ROI.

**ORS:** How do you explain to HR and corporate recruiters that they can get better candidates using Talent Technology Corporation's services rather than with their own internal process?

**Bourelle:** We have several products that we offer to corporate HR departments as well as several targeted to staffing firms, job boards, and other markets. Specifically for corporate HR departments, we offer a full solution that automates all aspects of hiring through our HireDesk product line. We go beyond just automating the process to helping manage the selection of the right staff - what we call managing the "Quality of Hire." Getting better candidates takes a holistic approach, it starts with crafting great role descriptions, getting them in front of the right candidates, getting the candidates through a professional process

and selecting the right one. Our system ensures that candidates get a great impression of the company, and that hiring managers have solid tools that assist them in selecting the right candidate for the job. Finally, there are financial and legal implications to consider. Is the process being operated in a legally compliant manner? Are there controls in place on how offers are made and how positions get approved for hiring? Systems are essential to support this. The other product we have for corporate HR departments is targeted at companies that have an existing system in place and we focus on enhancing the system versus providing a complete solution. Our Resume Mirror EAM product is an add-on module that augments SAP or Oracle recruitment systems, and focuses on automating getting candidate data from resumes into the system. If you force candidates to apply for a job by typing in all the information that is already on their resumes, the best candidates often won't bother.

*ORS: Do you work with any strategic partners to deploy your solutions; if so who are they and how do they assist the company?*

*Bourelle:* Talent Technology Corporation maintains relationships with businesses and organizations having a wide range of products, services, tools, and technologies that complement our best practice solutions. We work closely with our partners, focused on integrating solutions, knowledge sharing, and counsel to our customers. Talent Technology Corporation's technology partners include such great organizations as SAP, Oracle/PeopleSoft, Microsoft, Engenium, HR-XML Consortium and WCC. Our service provider partner list includes such well-know companies as Hogan Assessment Systems, Pan Powered, Verifications, and DataFrenzy. When it comes to consulting integration partners, we work with such companies as ERP Solutions, HRchitect,

Infocrossing, Seyfarth Shaw and others. A sample of our HR industry partners includes Human Capital Institute, AESC, ASA, and SHRM.

*ORS: Will psychometric testing become a natural stage in the recruiting process in the future?*

*Bourelle:* In many cases it already is. We see an increased focus on "Quality of Hire" from both recruitment agencies and corporate HR departments. One of the ways to increase "Quality of Hire" is through well selected psychometric testing. Not all tests are appropriate for all situations, and not all tests are of the same quality. Tests that are validated with real research, and validated for specific jobs are very valuable.

*ORS: Does the success of RPO endanger the role of corporate recruiters?*

*Bourelle:* RPO firms are growing rapidly. Companies have a choice of creating an internal recruitment team, or outsourcing the function. In most cases some degree of outsourcing exists in all companies—whether they outsource background checks, reference checks, software systems or use recruiting agencies on specific positions. Most companies outsource recruitment advertising to job boards, etc. RPO as a service can outsource one part of the process or the entire process. Companies will find the unique blend of what they do internally versus what they choose to outsource — and it will change over time. In an expansion mode, for example, they may need more help for a period of time, etc. I believe the role of the recruitment function of a company is to deliver the best talent it can to the company when needed and for the best price while protecting and building the company's employment brand. If using an RPO firm achieves this - it's a great option.

*"I believe the role of the recruitment function of a company is to deliver the best talent it can to the company when needed and for the best price while protecting and building the company's employment brand."*

*- Jade Bourelle  
Founder, President and CEO  
Talent Technology Corporation*