



Jade Bourelle

Jade Bourelle is director, president and chief executive officer of HireDesk. In 1998, Mr. Bourelle co-founded HireDesk and was the chief architect of the HireDesk system and business plan. An innovator in the recruiting and training industry for the past 10 years, Mr. Bourelle has experience as an executive search consultant with Armitage Associates. In 1997, he founded TeleSkill Human Resource Solutions and grew the telecommunications recruiting and training firm to over \$2 million in sales in two years. He also co-founded Canada's Top 40 Under 40 business awards and was executive director for ACE Canada, a national not-for-profit organization dedicated to helping students succeed in the new economy. Here he talks to Hunt-Scanlon editor Dale Zupsansky about HireDesk's products and services for HR departments and recruiting firms. He also discusses how the shifting economy has effected the use of technology in these markets and what new products HireDesk is introducing to keep up with the times and simplify the overall recruiting process.

## Simplifying The Recruiting Process With HireDesk Technology

**ORS:** *What is HireDesk and how does it help HR executives and recruiters?*

**Bourelle:** HireDesk is a software application for HR executives and recruiters. Our products allow you to significantly improve productivity, increase revenues and build stronger relationships with both clients and candidates. A key element of our business is to meet the specific needs of our customers. HireDesk has specific versions of software for different markets such as retained executive search firms, contingency search firms and human resource departments. With so many approaches to recruiting, we try to make sure our products fit the way each market segment goes about its business. Our main goal is to help recruiting firms and corporations find and place the best candidates, improve collaboration, automate administrative tasks and streamline the entire recruiting process.

**ORS:** *Tell us about HireDesk Executive Search and some of its features.*

**Bourelle:** HireDesk Executive Search is highly focused on relationship management and being able to manage the inner relationships between search professionals and their candidates. In executive search it is not uncommon that the people you are searching for as your candidates eventually become your clients, which requires products to be built with those relationships in mind. The HireDesk Executive Search applicant tracking system allows recruiters to share information, collaborate and automate various aspects of the recruiting process across different offices and countries. It was specifically created to provide executive search consultants with

a complete end-to-end recruiting solution. This includes finding top talent, managing candidate relationships and closing search assignments. The system combines all the tools and information recruiters need into one Web-based product that can be accessed from any location.

**ORS:** *Who is your customer base and how many executive search firms does HireDesk work with?*

**Bourelle:** HireDesk's customer base of recruiting firms and corporate HR departments includes NPA, SAP, Stanton Chase, HILTI, CBS Companies, and Landon Morgan. We currently work with about a dozen executive search firms with Stanton Chase being one of the larger firms.

**ORS:** *Do you work with any strategic partners to deploy your solutions?*

**Bourelle:** HireDesk handles the implementation process. However, we work with partners on the technology side. We work with Engenium, which provides concept-based intelligent information retrieval software. HireDesk also uses the extraction technology from Resume Mirror, a provider of software components and online services to the HR and recruiting market.

**ORS:** *Explain your recent acquisition of Advantage Hiring.*

**Bourelle:** The acquisition of Advantage Hiring relates to our quality-of-hire initiative. The integration of the Advantage Hiring's screening and assessment solutions compliments our recruiting workflow management tools to give customers a

solution that efficiently manages their process and helps them deliver quality hires. Advantage Hiring also gave us the ability to provide professional, high quality interview guides customized to specific job openings.

*ORS: What is the HireDesk Private Label?*

**Bourelle:** When we built the HireDesk system we wanted it to be a very flexible platform so we could create various products on it without building a separate product. HireDesk Private Label acts as an operation center for companies entering the applicant tracking market allowing them to adapt new recruiting products for their existing corporate HR and recruiting agency clients. The private label option gives organizations control on how they market, sell, distribute and service their customized ATS solutions to meet the needs of their customers.

*ORS: What impact has the struggling economy had on companies and recruiting firms in terms of using technology in their respective recruiting processes?*

**Bourelle:** For a human resource department, the impact that I have seen in regards to the economy really has to do with cost-per-hire. When the economy was great and a VP of sales told an HR department that they needed to fill 20 sales positions, the HR department would then be able to go create a campaign and find a cost to advertise for these open positions. This makes for the cost-per-hire to be very reasonable and quality-per-hire to be not as intense. In the same situation with today's economic environment that company may only be able to hire only one person, so this puts pressure on the HR executive to find the best possible fit and today there are many

more candidates available which makes for a longer and more extensive recruiting process. These types of situations may require companies to implement various forms of technology-based solutions to help speed up this process since the volume of candidates is so high. In the recruiting firm market, the economy obviously affected them greatly by companies not using their services to find them employees. In terms of deploying technology, things have shifted and technology has really changed how recruiting is done. Technology has really changed how recruiting firms do business today as opposed to 10 years ago.

*ORS: Are there any new areas you see the business getting into in the future or any types of new solutions the company is currently working on?*

**Bourelle:** We recently signed an agreement with the National Personnel Association (NPA), which is a cooperative of 380 independent worldwide recruiting firms. The NPA has provided software to its members for the past 20 years and through our recent agreement HireDesk has rolled out our software to all 380 member firms. HireDesk is also implementing a conceptual search solution into our system. This provides users with a combination of conceptual search options and field search capabilities creating a very powerful search solution in terms of being able to search on concepts and finding resumes that match. The solution includes a variety of options related to the technology we are deploying. For example, one feature gives candidate's the ability to come to a career center and look for jobs that match them rather than looking for a job that matches their area of interest.

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*– Jade Bourelle  
Director, President and CEO  
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