

ZOOM!

A combination of processes, people,
infrastructure help propel these firms
By Craig Johnson



Companies on this year's list of fastest-growing staffing and talent engagement firms chalked up some impressive numbers. Take InGenesis, for example. It had a compound annual revenue growth rate (CAGR) of a staggering 132.7 percent since 2009.

Many other firms had notable performances as well.

This year's list featured 97 firms with compound annual revenue growth of 15 percent or more from 2009 through 2013 — excluding acquisitions. The top 10 posted a median compound annual revenue growth rate of 56.8 percent.

But what are these firms doing to produce such results? To help understand, we interviewed executives at the top three fastest-growing staffing firms on the list. Among the areas of focus these firms cited as factors in their growth were processes, concentration, people and infrastructure.

Here are their stories:

#1 INGENESIS

CAGR: 132.7 percent

2013 US staffing and talent engagement revenue: \$111.7 million

InGenesis, based in San Antonio, Texas, specializes in providing large-scale workforce solutions. These are often long-term deals, in which InGenesis' external, contingent employees remain for five or seven years, says founder and CEO Veronica Edwards. Establishing effective long-term relationships can take up to two years in some cases. The company has focused in the healthcare space, but it is diversifying.

Edwards began the company in 1998, and she remains the sole owner.

A focus of InGenesis is on infrastructure improvements that enhance customer service and align with the largest firms in the field — enabling a back office to be in place to match the company's growth. "We haven't had to stop and build the back office," Edwards says, "We continuously focus on where we want to be in five years, and work every day to be that company."

It also centralized its infrastruc-

ture at its San Antonio headquarters, she says. "Being all under the same roof and having the opportunity to centrally manage our processes is one of our strengths."

Edwards was named the US Hispanic Chamber of Commerce's Businesswoman of the Year in 2011 and *Inc.* magazine also named her one of the Top 10 Female Entrepreneurs. And Edwards was named in this year's North American Staffing 100 list of the most influential people in staffing. She is also working on a doctoral degree, and her dissertation is on assessing the willingness of healthcare providers to respond to a chemical, biological, radiological or nuclear (CBRN) disaster event.

"I surround myself with professionals from diverse industries, and encourage creativity and collaboration," Edwards says. "Often, unusual ideas create the best opportunities for new growth."

One of the challenges facing all staffing firms will be updating their infrastructures for the Affordable Care Act, she says. "The next 24 months will be defining — you either emerge or you fail."

**Accounts receivable financing
when you need it!**



Park Funding Solutions purchases your outstanding invoices, giving you funds to finance your business.

We're confident we can help you find a solution to **improve your cash flow and grow your bottom line.**

- Receive up to 90% of invoice
- Competitive fees and terms
- Frees up time & money for your business
- No loss of equity
- No early termination penalty
- Funded by The Park National Bank
- Serving clients nationwide

Call us at 614.228.9020
or email at
specialtyfinance@parknationalbank.com

PARK
NATIONAL BANK
FUNDING SOLUTIONS

Certain terms and conditions apply. Subject to credit approval.
Member FDIC.

Visit us online at
ParkNationalBank.com.
Search: Funding Solutions