

## Winning Placements with an AI Coach: What Staffing Can Learn

### Benefits of New Steel Ventures!



Why Recruiters  
Should Embrace AI  
Rather Than Fear It

How a Small  
Healthcare Recruiting  
Firm Used AI to Win  
a Difficult Director

3 Critical Mistakes  
New Recruiting Firm  
Owners Must Avoid



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# DID YOU KNOW?

\* Just as World Cup coaches need to find their players, staffing teams need to find their candidates. Staffing agencies are using AI tools to screen candidates. When a candidate applies for a job, they don't need to wait for a recruiter to be screened. An AI Chat Bot or AI Voice Recruiter can have a conversation with the candidate to gather information and help the recruiter determine if they are a right fit. pg 5

\* The present administration has various tools with which to encourage domestic production. These include: tariffs on imported steel, buy-American stipulations in government contracts, tax credits for the use of new, low polluting and more cost-effective production methods, defense and national security related incentives, and general policies encouraging reshoring. pg 7

\* Letting recruiters work at their own pace without guidance when they are new, especially when they are brand new and do not know the business, is where I wish I promoted accountability like I do today. pg 9

\* The most successful recruiting firms of the future will combine technology with human expertise, empathy, and relationship-building skills. pg 12

\* AI did not replace recruiting expertise. It allowed a small recruiting firm to perform research, marketing, communication, and candidate preparation at a level previously available only to much larger organizations. pg 15



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# Winning Placements with an AI Coach: What Staffing Can Learn

By Jennifer Roeslmeier Mikels

104 matches, 48 teams from around the world, and 1 champion that will win the 2026 World Cup. In June and July, millions of fans from around the world are tuning in to the World Cup to see who will become the winning champion! The World Cup isn't won by chance though, it's won through preparation, gathering insights on competing teams, studying footage, and strategizing.

Today, teams are also relying heavily on data and work closely with sports scientists, analysts, and technology platforms. Data is used to study competing team patterns, habits, movements, and more. It's also used to measure player performance through wearable tracking technology to help determine who should start and who might be at risk of injury.

Similarly, as winning World Cup teams rely on data, pre-game prep, and making game-time decisions, today's most successful staffing organizations are using AI data for predictive insights, screening, and talent matching to score winning placements. As coaches lead World Cup teams, staffing agencies can look at AI like a "staffing coach". AI can help provide the insights they need to make the best hiring decisions for game time. In this article, we will take a look at how staffing agencies are using AI to make winning placements and the relation between winning World Cup teams.

## Screening Your Players

Just as World Cup coaches need to find their players, staffing teams need to find their candidates. Staffing agencies are using AI tools to screen candidates. When a candidate applies for a job, they don't need to wait for a recruiter to be screened. An AI Chat Bot or AI Voice Recruiter can have a conversation with the candidate to gather information and help the recruiter determine if they are a right fit. During the day, this saves the recruiter's time by not needing to pre-screen every candidate that comes in. At night though, it's an even better tool to have on. Often times, job seekers are applying for jobs at night. After they apply, they can receive instant communication from an AI Chat Bot or Voice Recruiter and be pre-screened right after they apply. This not only helps the recruiter move the process along, but candidates are also happy to jump start the hiring process.

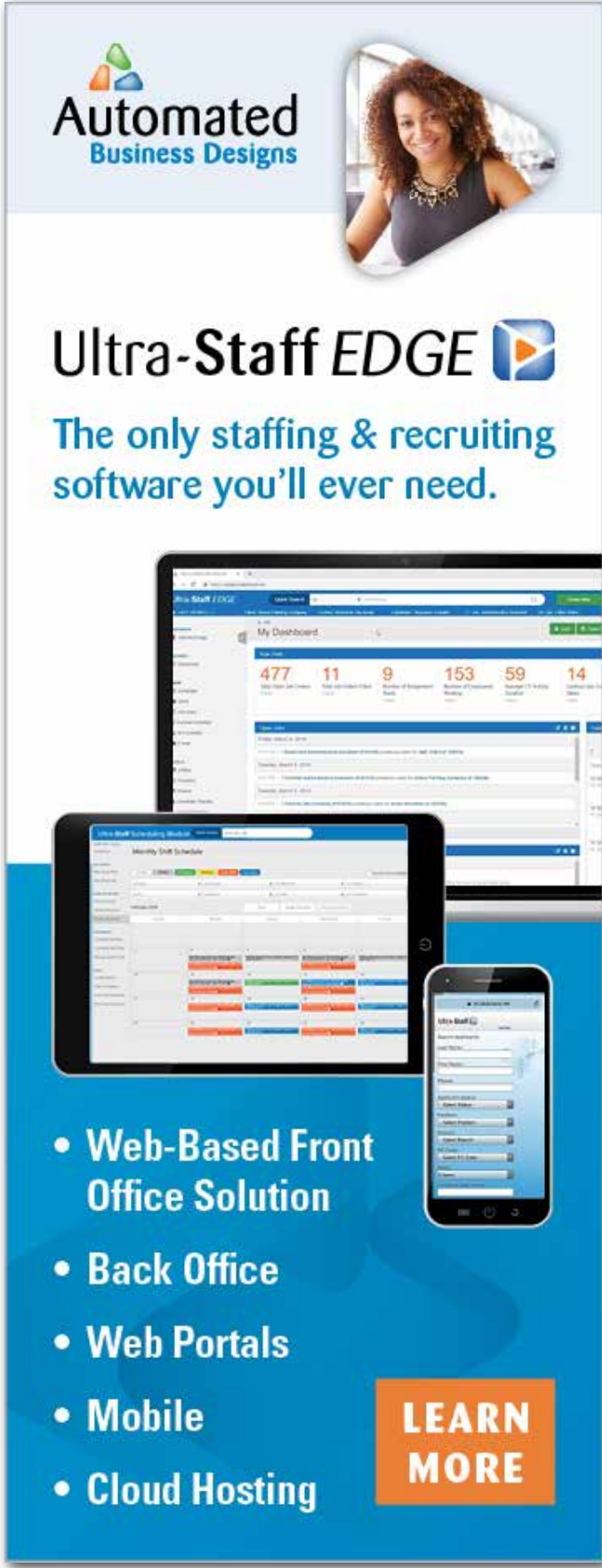
Some ATS systems also have AI screening questions that can be built based on information about the candidate, job, or both. This saves the recruiter time on screening preparation, and they can focus on getting all the information they need about a candidate to present the right talent to customers.

## Predictive Insights for Pre-Game Prep

Just as World Cup teams are now using data to make game predictions and form winning strategies, staffing agencies can also use AI generated predictive insights to not only predict the risk of candidates, but also predict the right clients to partner with.

## AI Client Insights

Just because a prospective client wants to do business with you, doesn't mean it is the right business partnership for you. Built-in AI Client Profiles in ATS's are providing predictive client insights, including financial risk, expansion potential, and hiring velocity. If it's a client you are currently doing business with or have done business with in the past, you can also



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see insights into outstanding invoices, churn risk, and your relationship health. If the client seems like they are in financial risk or have unpaid invoices, it may not be a client you want to continue to do business with. On the other hand, if insights show they have a high hiring velocity and great expansion potential, then it may be a good opportunity for your staffing agency. You want to partner with customers that will help drive revenue.

AI Client insights can also provide an intelligence report that outlines why it's a good opportunity for you, what risks are involved, and what your action plan should be. Your AI Coach provides key details to help you make more informed business decisions.

## AI Candidate Insights

Likewise, AI Candidate Insights can provide important information on flight risk (do they show up and stay for the full assignment?), engagement with your staffing agency, retention, placement success, marketability to customers, how likely they are to match with jobs, and more. If a candidate shows they have a high-risk score and haven't been engaged with your staffing agency, that would be an immediate red flag. However, if someone shows they have had a high placement rate, low flight risk, and are highly marketable, they will stand out as being a great candidate possibility.

Your AI coach provides quick candidate insights that help paint a picture for the recruiter without needing to review excessive details and pore through historical notes on the candidate record.

## Playing the Right People

When it's game time, World Cup teams need to put in the right players at the right time. Likewise, staffing agencies need to match the right talent with the right jobs. Staffing companies are using AI to match candidates to jobs in their ATS based on skills, previous roles, tests/certifications, availability, education, location, and more. AI match tools help rank candidates with a score to help recruiters determine the top candidates for a job. It can even help outline the number of skills they have that fit the skills needed, if they have all the test/certifications needed, and how close they are to the job site.

Recruiters save time from doing manual searches and scouring through resumes. Instead, they can instantly find matches with the help of their AI Coach. To eliminate bias and discrimination, recruiters can still review the top candidates to determine who is the best fit, so a human element is still inserted into the recruiting process.

AI free form candidate searches are also being used in ATS's to type natural language searches, such as "Find me registered nurses in the Chicago area." This helps recruiters simply find candidates based on exactly what they are looking for and the search results have an AI smart rank so they can identify the top candidates that match their search.

In both soccer and staffing, success comes down to one thing: putting the right people in the right position at the right time. An AI-powered staffing coach can help recruiters determine the right talent.

## Reviewing Plays and Notes

Whether it is pre-game or post-game, World Cup teams study footage and game-day notes to make the best decisions. Likewise, throughout the recruiting process, recruiters are entering notes and activities in their ATS. An AI Activity Note Summary helps recruiters summarize notes in their ATS to review candidate history, client interactions before making a call, activities on a job order, and more. Thousands of notes and activities are probably in your ATS from over the years. An AI coach can help recruiters summarize notes and activities, so less time is wasted reviewing notes, and more time is spent building winning candidate and client relationships.

## Score Big with Your AI-Powered Staffing Coach

World Cup teams are preparing for games before they even step out on the field. Winning teams analyze historical data and make game-day predictions to put the right people in at the right time. By analyzing historical ATS data, staffing agencies can predict which client partnerships will generate the greatest growth opportunities and which candidates are most likely to be successful placements, improving fill rates while reducing turnover. All of this can be done with the assistance of AI tools in your ATS or as I like to call it, "Your AI-Powered Staffing Coach." Coaches are at the backbone of winning teams. An AI-Powered Staffing Coach can help you make the right decisions faster and give more time back in your day for the heart of what you do: Building relationships.

*Ready to get started with an AI Staffing Coach? [Schedule a Demo](#) of Ultra-**Staff** EDGE Staffing Software to see how you can take advantage of these tools at your staffing agency.*

# JUST ASK Judy

## Benefits of New Steel Ventures!



By Judy Collins

Recent initiatives to encourage the reindustrialization of the US include the steel industry. The U.S., once a powerhouse in steel, has, over the years, lost its dominance to foreign players. We are trying to make a comeback. The present administration has various tools with which to encourage domestic production. These include: tariffs on imported steel, buy-American stipulations in government contracts, tax credits for the use of new, low polluting and more cost-effective production methods, defense and national security related incentives, and general policies encouraging reshoring. This article is written to highlight a few of the most prominent ventures and identify how recruiters can potentially benefit from activity in this important industry sector. Some examples of major steel mill projects being planned or executed include:

### ***Hyundai-POSCO - Louisiana***

This Donaldsonville, Louisiana, project is being executed by a partnership of two South Korean steel firms likely lured to the US by the administration's tariff policies. An estimated \$5.8 billion in capital investment is planned, with steel production expected to come online in 2029.

### ***Nucor Steel West - Virginia***

Nucor's plant, located in Apple Grove, West Virginia, is presently under construction with a projected launch date of 2027. Nucor estimates capital spending of about \$4 billion.

### ***US Steel Big River Steel Works - Arkansas***

US Steel, partnering with Nippon Steel, has recently announced plans for this facility in Osceola, Arkansas. The facility will support the existing US Steel mill in Osceola. Capital investment of about \$1.9 billion is planned.

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**CMC Steel – West Virginia**

Commercial Metals Company (CMC) expects to spend about \$450 million on this new mill in Martinsburg, West Virginia. Startup is expected sometime in 2026. Recruiters can benefit from this activity by sourcing the following personnel likely to be needed for the construction and operation of the mills:

| <b>Role</b>                    | <b>Typical Annual Salary</b> |
|--------------------------------|------------------------------|
| Executive / Project Management | \$ 95k – 300k                |
| Construction Management        | \$110k – 180k                |
| Engineers (Multi Disciplines)  | \$ 85k – 170k                |
| QC and Safety Management       | \$ 85k – 150k                |
| Mill Operations Manager        | \$120k – 250k                |
| Maintenance Supervisor         | \$ 85k – 140k                |
| Quality Control Engineer       | \$ 80k – 140k                |
| Electric Arc Furnace Operator  | \$ 70k – 120k                |
| Electricians, Millwrights      | \$ 70k – 130k                |
| Welders, Crane Operators       | \$ 55k – 100k                |

While the US is not likely to immediately regain its former steel-making glory, these projects represent incremental steps in the right direction! Recruiters can search for workers in the above categories and be alert to staffing opportunities for sub-contractors working on these projects. Do some research into firms being awarded contracts for construction or operations and be prepared to offer candidates when the need arises. There is likely to be stiff competition for workers since the steel-making industry has suffered such decline.

If you enjoyed this article, let me know your comments. I am always happy to discuss what is happening in the marketplace! For more information on Employer of Record Services and Back Office Support contact me at [judy@jcsrllc.com](mailto:judy@jcsrllc.com), or visit my website at <https://www.jcsrllc.com>! Feel free to check out my new YouTube channel at <https://www.youtube.com@judycollinsstaffingresources> for informative interviews on business topics. Subscribe so you can always see the latest interview.

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# 3 Critical Mistakes New Recruiting Firm Owners Must Avoid

QUESTION: What is the one thing you have done in your business that you wish you did not do?

## Embracing Professional Growth Through Experience

It is an excellent question because I don't really have any regrets. Everything you have experienced professionally in your business, you needed to experience to make you the person and business owner you are today. As a mentor of mine taught me, there is no dishonor in failure; there is only dishonor in not learning from that failure.

Honestly, every mess-up I had, and there are thousands, I needed them to get me where I am sitting here; I needed to understand. I did not want to get down to \$625 in my business account, being unready for the next recession. But, it showed me how I could almost go bankrupt, and put that fear in me.

Maybe I didn't need it, but once I experienced it, I never got close to that ever again. No recession ever got me to that standpoint, and after that first year of business I never took a dime from my personal savings to grow or save my business. The 2001 recession, the 2008 recession, COVID, and all those downturns were actually profitable. As a recruiting firm owner, I was profitable in all aside from, the 1991-1992 recession. Though I don't regret the mistakes I've made, I hope you can learn from mine and grow your business even faster.

## Mistake 1: Over-Training New Recruiters

When I opened my recruiting firm, the way we were taught as a franchisee was to go out and hire four or five recruiters at a minimum wage draw and train them. When I hired those people, I had four weeks more experience than they did, so I was a mentor, right? After four weeks, a couple job orders, and a couple first-time interviews, I had more experience than all my new people.

I had a fear of cold calling and marketing, like a lot of people. I justified not being on the phone to train my people in something that I barely knew better than them. In 1990, it was not online, but we had VHS for all the basic recruiting training. I over-trained and only billed \$23,000 in my first year in this business, which is one thing that almost drove me out of business.

## Mistake 2: Lack of Accountability for New Recruiters

The second big thing I wish I had done is when I hired recruiters, I should have held them accountable from day one to a very specific number that was black and white. Falling short by even just one was considered a failure, which is what we teach now. Letting recruiters work at their own pace without guidance when they are new, especially when they are brand new and do not know the business, is where I wish I promoted accountability like I do today.

## Mistake 3: Allowing Clients to Dictate Terms

The last thing I wish I didn't do was let clients dictate terms and ways to work with them early in my career. Meaning here is our fee; you do not get

to talk to the hiring manager; here is who you send the resumes to, and on a whim, we will get back to you if we want to. Again, if I had not gone through that pain and had deals and candidates blow up, then I wouldn't have been able to learn what I now know.

#### Learning from Failures to Achieve Success

There was a moment in the 1990s when I had three placements blow up in a row at offer stage. I was simply out of the loop. I was like, I am not doing this anymore. That was rock bottom. It was a second rock bottom. The first rock bottom was the \$625 in my business checking account. The second one was that one, and that was a pivot point for me to go from all contingency to, two and a half years later, 97% engaged.

It was a decision. I'm not going to be treated like this anymore. It's straightforward. If you and I could get the football scores for Sunday afternoon and have them on Saturday night to fill out those cards, we would make a lot of money gambling. These things are after the fact. What I have learned, especially as I have gotten older in life, is that all of these failures are true blessings and pivot points to move forward.

P.S. Whenever you're ready... here are 4 ways I can help you grow your recruitment business:

1. Get clear on what actually drives your revenue: If you're not sure what needs to happen each week to hit your number, the Recruiter GPS gives you a simple way to stay on track so you're not guessing day to day. <https://go.therecruiteru.com/recruitergps>

2. Join the Recruiter Think Tank: Connect with firm owners who are scaling, too. It's our Facebook community where smart recruiters learn to make more money and get more freedom. <https://www.facebook.com/groups/there...>

3. Join me at our next event: 3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. Click here to check out the dates of our upcoming event. <https://go.therecruiteru.com/events>

4. Learn how to build a more predictable recruiting business: If you're ready to go deeper, this masterclass walks through the systems and structure behind how top recruiters create consistent billings and momentum. <https://go.therecruiteru.com/masterclass>

[Read More by Mike Gionta](#)



Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make?

Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

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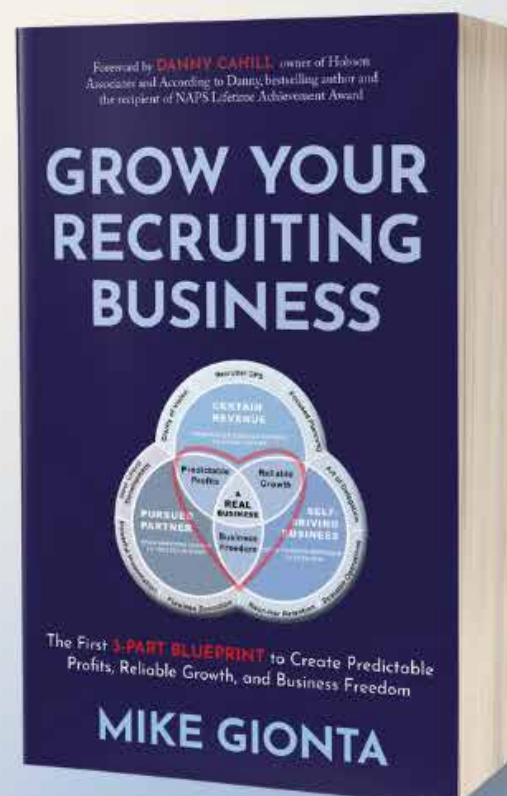
Looking for help engineering your one to three year vision? Email me at [mikeg@therecruiteru.com](mailto:mikeg@therecruiteru.com) and we can have a quick chat to see if or how we can help.

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*"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They also present it in a way that breaks it down to help you identify your starting steps, and to keep you going." – Marts King*





# Why Recruiters Should Embrace AI Rather Than Fear It

Whenever a major technology emerges, there is resistance. We saw it with email, applicant tracking systems, LinkedIn, and social media. Today, artificial intelligence is creating similar concerns.

Many recruiters worry that AI will replace jobs or diminish the importance of human relationships. In reality, the opposite is likely to occur.

## AI Doesn't Replace Relationships

Clients don't hire recruiters simply to find resumes. They hire recruiters for judgment, market knowledge, trust, and the ability to evaluate people.

Candidates don't change careers because a computer tells them to. They make important life decisions because they trust a recruiter who understands their goals and concerns.

AI cannot replace these human interactions.

## AI Removes Low-Value Administrative Work

Recruiters spend countless hours researching companies, writing emails, creating job descriptions, preparing interview questions, and organizing information.

AI can perform many of these tasks in minutes.

This allows recruiters to spend more time talking with candidates, advising clients, developing business relationships, and making placements.

## Better Service Creates Better Outcomes

Imagine being able to:

- Research a client's business before every meeting
- Create highly personalized candidate outreach
- Develop interview preparation guides
- Analyze labor market trends
- Produce professional content and newsletters

The recruiter who uses AI effectively can often provide a higher level of service than competitors who do not.

Clients are increasingly adopting AI within their own organizations. They expect their recruiting partners to use modern tools to improve efficiency and deliver better results.



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Recruiters who refuse to adopt AI may eventually appear outdated compared to firms that embrace innovation.

The real competition is not between recruiters and AI. The competition is between recruiters who use AI and recruiters who do not.

The most successful recruiting firms of the future will combine technology with human expertise, empathy, and relationship-building skills.

AI can process information.

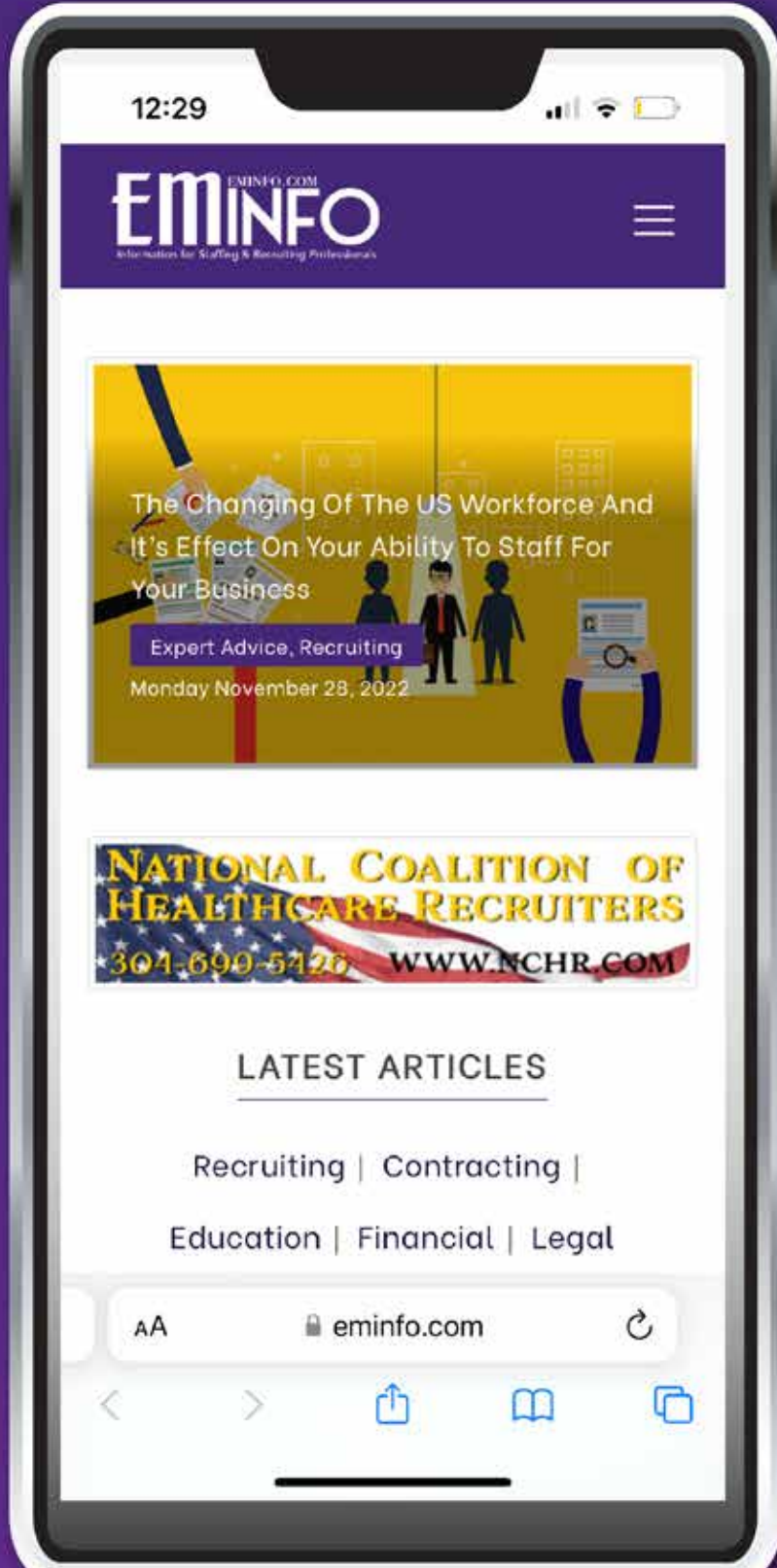
People build trust.

The firms that blend both strengths will deliver the greatest value to clients and candidates.

Rather than asking whether AI will replace recruiters, the better question is: "How can AI help me become a better recruiter?"

AI won't replace recruiters. Recruiters who use AI will replace recruiters who don't. So take some time asking AI questions and see what it replies with. Learn to rephrase those questions to get better details. The more you use AI, the more you will understand how to work with it.

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# Case Study: How a Small Healthcare Recruiting Firm Used AI to Win a Difficult Director of Nursing Search

A five-person healthcare recruiting firm received an assignment to recruit a Director of Nursing for a rural hospital. The client had already worked with two larger recruiting firms without success.

The hospital faced several challenges:

- Rural location
- Limited candidate pool
- Competition from larger healthcare systems
- Need for leadership experience and clinical expertise

Rather than relying solely on traditional recruiting methods, the firm incorporated AI throughout the recruiting process.

## Step 1: Understanding the Client

The recruiter uploaded information about the hospital, community demographics, website content, and job description into an AI assistant.

AI Prompt:

"Analyze this hospital and identify the top reasons a Director of Nursing candidate might be interested in this opportunity as well as the likely objections."

Within minutes, the recruiter received insights highlighting:

- Close-knit community culture
- Greater leadership autonomy
- Lower cost of living
- Opportunity to make a visible impact

Potential objections included:

- Rural location
- Limited career opportunities for spouses
- Distance from major metropolitan areas

The recruiter used this information to build a stronger recruitment strategy.

## Step 2: Creating a More Compelling Job Description

The original job description focused primarily on responsibilities and qualifications.

AI was used to rewrite the description to emphasize:

- Leadership opportunities
- Community impact
- Hospital growth initiatives
- Quality-of-life benefits

The result was a more candidate-focused message that generated greater interest.

## Step 3: Candidate Identification

The recruiter used AI to help identify transferable candidate profiles.

Prompt:

"What healthcare leadership positions are most likely to possess the skills required to become a successful Director of Nursing?"

AI suggested:

- Assistant Directors of Nursing
- Nursing Managers
- Clinical Operations Managers
- Patient Care Directors
- Service Line Leaders

This expanded the candidate pool significantly.

## Step 4: Personalized Candidate Outreach

Rather than sending the same email to every prospect, AI generated customized outreach messages.

Example:

A candidate currently managing a large urban nursing unit received messaging focused on leadership growth and autonomy.

A candidate already working in a rural hospital received messaging emphasizing community impact and hospital visibility.

Response rates improved dramatically because candidates felt the recruiter understood their backgrounds.

## Step 5: Candidate Preparation

AI was used to create customized interview preparation guides.

The recruiter generated:

- Likely interview questions
- Hospital-specific talking points

- Community information
- Leadership challenges facing the facility

Candidates entered interviews better prepared and more confident.

## Step 6: Client Intelligence

Before every client update meeting, AI summarized:

- Candidate feedback
- Market conditions
- Compensation trends
- Competitive hiring activity

The recruiter was able to provide strategic recommendations instead of simply reporting activity.

## Results

Within 65 days:

- Qualified candidate pipeline increased by 40%
- Candidate response rates doubled
- Time spent on research was reduced by more than 50%
- The hospital successfully hired a Director of Nursing

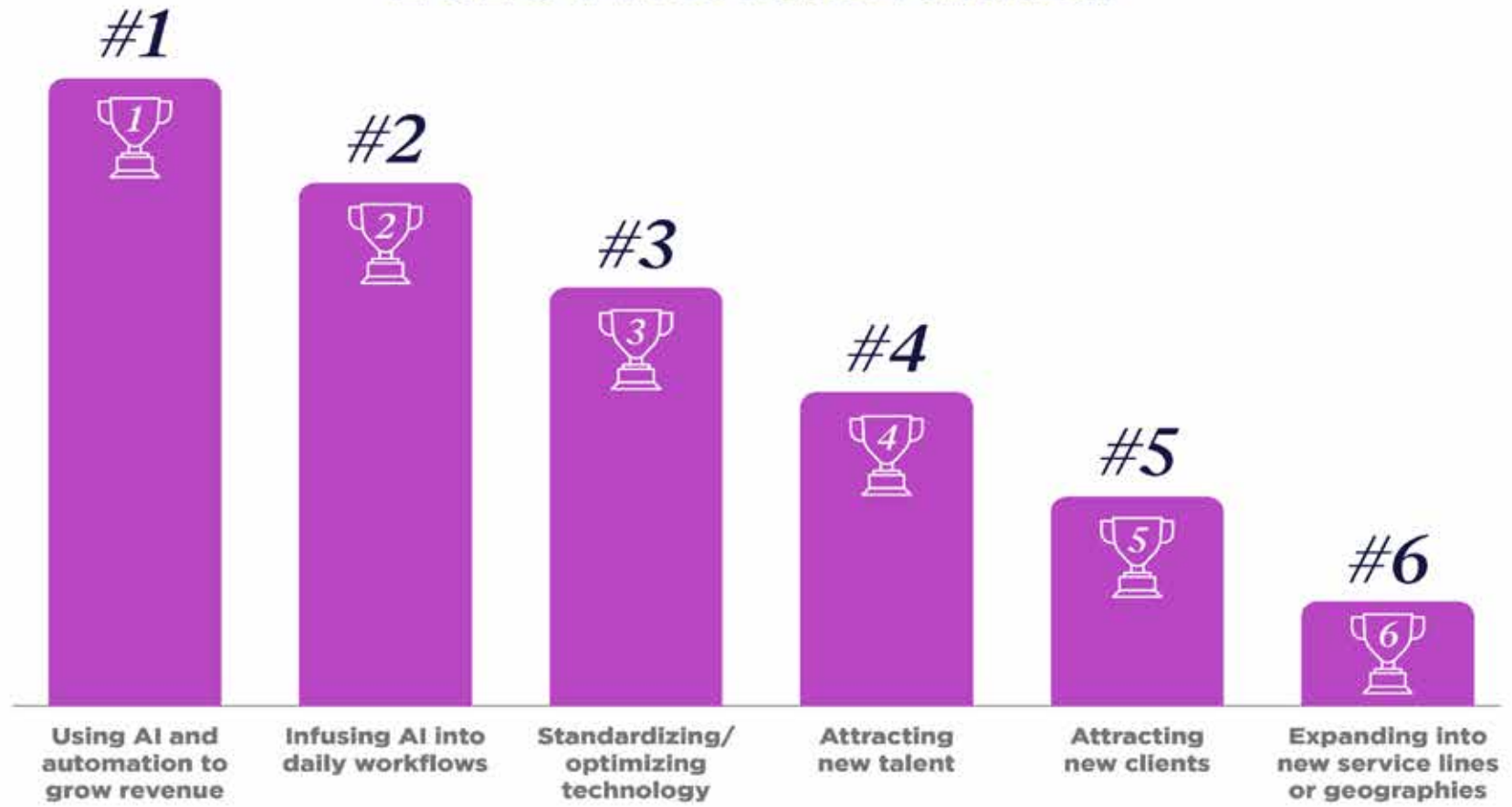
Most importantly, the client viewed the recruiter as a strategic talent advisor rather than a resume provider.

The key takeaway, is AI did not replace recruiting expertise. It allowed a small recruiting firm to perform research, marketing, communication, and candidate preparation at a level previously available only to much larger organizations.

For recruiting firms willing to embrace AI, the technology can create a significant competitive advantage while allowing recruiters to spend more time doing what they do best—building relationships and making placements.



## 2026 Priorities ranked



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## iHire Named an Inc. Best Workplace for the Sixth Time

2026 list recognizes the businesses that set the standard for workplace success and awards excellence in company culture

iHire has been named to Inc.'s 2026 Best Workplaces list, marking its sixth time earning this prestigious award. The list, available at Inc.com, honors American companies that have built exceptional workplaces and vibrant cultures that support their teams and businesses, whether in-person, remote, or hybrid.

The Inc. Best Workplaces award is the result of comprehensive measurement and evaluation of hundreds of applicants. The process involved a detailed employee survey conducted by Quantum Workplace, covering critical elements such as management effectiveness, perks, professional development, and overall company culture. Each company's benefits were also audited to determine the overall score. One of 507 companies selected, iHire earned a Best Workplace score of 91 out of 100 and received a 94% employee engagement rate.

"iHire is honored to receive our sixth Inc. Best Workplaces Award, which is a testament to our core values-driven, people-first company culture," said Steve Flook, iHire's President and CEO. "While we've evolved throughout our 26-year history to meet the needs of the changing world of work, our commitment to our employees and creating an environment where associates can flourish has never wavered. We are proud of the workplace we've built and look forward to continued excellence."

iHire has established its award-winning culture on eight core values: Growth-Focused, Transparent, Collaborative, Accountable, Innovative, Committed, Optimistic, and Inclusive. These values aren't just words on a wall; they guide how the entire company leads, collaborates, innovates, and supports one another every day. As iHire's research shows, companies that live by their core values are more likely to retain engaged employees and attract more qualified candidates to their open jobs.

"This year's Best Workplaces list goes beyond great company culture – it highlights companies making meaningful and sustained investment in their employees," says Bonny Ghosh, Editorial Director at Inc. "Even in a labor market that favors employers, these companies understand that an intentional and authentic commitment to their teams drives stronger employee retention, engagement, and ultimately, a stronger business overall."

### About iHire

iHire is a leading employment platform that powers a family of 57 industry-focused talent networks, including WorkInSports, iHireVeterinary, iHireDental, iHireConstruction, and iHireChefs. For more than 20 years, iHire has combined advanced job matching technology with our expertise in the talent acquisition space to connect job seekers with employers in their desired sector. With an industry-specific, candidate-centric, and data-driven approach to recruitment, iHire helps candidates find meaningful work and employers find unique, high-quality talent – faster, easier, and more effectively than a general job board. Visit [www.iHire.com](http://www.iHire.com) for more information.

## PARQA Appoints Carl Hixson as President and Chief Operating Officer

Veteran enterprise consulting leader joins the leading Salesforce partner built for the workforce solutions and talent acquisition industries.

PARQA, the leading Salesforce management consulting and implementation partner built for the workforce solutions and talent acquisition industries, announced the appointment of Carl Hixson as President and Chief Operating Officer, effective June 15, 2026.

Hixson brings nearly two decades of enterprise consulting leadership to PARQA, having served as Managing Director at Accenture, Principal at The Hackett Group, and most recently as Vice President of Application Consulting for North America at Oracle, where he guided global organizations through large-scale technology transformations spanning Human Capital Management, Customer Experience, Finance, and Supply Chain. His work has delivered measurable operational and financial impact across industries and geographies.

"PARQA has experienced significant growth over the last 18 months and with that comes even more opportunities to scale the business," said Jared Hummel, Founder and CEO of PARQA. "Having a leader join the team with proven management consulting expertise at the highest level allows us to aggressively expand our growth plans. Carl is a great person that aligns closely to our core values and is truly passionate about taking what he has learned and applying it to a VC-backed startup where he will have a massive impact on the company's future."

In his new role, Hixson will oversee PARQA's operations and lead the firm's

next phase of growth. As AI continues to accelerate and reshape industries, Salesforce, and how consulting firms deliver for their clients, PARQA is uniquely positioned to capitalize on this generational disruption. Hixson's experience guiding teams at some of the largest consulting and SaaS companies in the world will allow PARQA to scale rapidly while continuing to drive value for their clients, partners, and employees.

"I'm very excited to join the PARQA team and help clients maximize the value of their Salesforce and AI investments," said Carl Hixson, President and Chief Operating Officer of PARQA. "Driving the next wave of PARQA's growth is a great opportunity to apply the expertise I've gained at Accenture, Hackett, and Oracle. I'm especially drawn to PARQA's strong foundation as a Minnesota-based company, backed by Traction Capital, founded by Jared Hummel, and built on a broad base of satisfied clients and talented employees."

PARQA has established itself as the go-to Salesforce partner for the workforce solutions and talent acquisition industries, with a client roster that includes some of the largest and fastest-growing firms in the sector. Hixson's appointment brings enterprise-level operational leadership to a firm whose clients are modernizing at scale, and signals PARQA's continued commitment to matching that ambition.

### About PARQA

PARQA is a Salesforce Partner and the leading management consulting and implementation firm built for the workforce solutions and talent acquisition industries. PARQA helps companies building on the Salesforce platform navigate a rapidly evolving industry and unlock the full potential of Salesforce for an AI driven future. Learn more at [parqa.com](http://parqa.com).

## Haley Marketing Launches Rogue Active Intelligence and Unveils RogIQ, a New AI-Powered Marketing Workflow Platform

Haley Marketing today announced the launch of Rogue Active Intelligence, Inc., a new company focused on bringing practical AI and automation to digital marketing. The company's flagship product, RogIQ, is designed to help marketing teams streamline strategy, content planning, content creation, review, approvals, publishing, and execution through a more intelligent, human-guided workflow.

### A Smarter, Human-Guided Marketing Workflow

Built to help marketing teams move beyond fragmented tools and manual processes, RogIQ is designed to bring greater speed, consistency, and control to digital marketing execution.

Rather than functioning as just another AI content generator, the platform supports the full marketing workflow—from strategy and planning to content development, review, approval, publishing, and performance-driven execution—while keeping human judgment at the center.

"We believe the future of marketing belongs to teams that combine human judgment with intelligent automation," said Victoria Kenward, Co-CEO of Haley Marketing. "RogIQ was built to make that future practical."

### Balancing Efficiency with Strategy and Quality

RogIQ was developed to help solve a growing challenge for marketing teams: how to use AI to improve efficiency and output without sacrificing strategic thinking, brand quality, or accountability.

The platform is designed to help teams reduce repetitive work, accelerate content development, improve workflow visibility, and create more space for higher-value strategy, creativity, and client service.

### Expanding Capabilities—and Looking Ahead

The launch of Rogue Active Intelligence, Inc. reflects Haley Marketing's broader commitment to innovation and to helping businesses adapt to rapid change. RogIQ will initially support digital marketing use cases such as marketing strategy development, content planning, blogs, social media, SEO, scheduled publishing to websites and social media channels, and related workflow management, with future expansion planned as the platform evolves.

"Haley Marketing has always believed that better marketing comes from combining smart strategy with great execution," said David Searns, Co-CEO of Haley Marketing. "With Rogue Active Intelligence and RogIQ, we're creating a more scalable, practical way for marketing teams to use AI and automation to do both."

About Rogue Active Intelligence and RogIQ, visit <https://rogig.ai/>.



# Letter From The Editor



*Don't miss out!*

It's an exciting summer! All the soccer games happening in cities across the U.S.A and celebrating 250 years of our freedom in America. We all are so lucky. Luck is important as is a good attitude. Embracing new opportunities that are changing the way we conduct business is the right move.

In Just Ask Judy, she discusses reemerging steel manufacturing in the U.S. and the jobs needed to grow these expanding facilities.

In a recent article in Metal Center News, Karen Zajac-Frazee, Associate Editor, writes about how manufacturers are trying to automate more in coil processing thus removing errors. Operators are becoming less necessary but that doesn't mean there aren't new areas of employment. People still need to be present to manage systems.

A new generation of young people graduating and looking for employment are discovering the trades. Building out data centers across the country are supplying jobs to many different trades including large equipment operators, (earth movers & crane operators) electrical, plumbing and more. The next generation is looking at trade jobs that are more critical and won't be handled by AI.

In agriculture, farms have large equipment that is totally computerized but still need a driver in the seat and needs arise when something breaks down. Engineers are in demand in many specific areas. Researching these specific areas is important to guide young people to acquire the right skills.

Accounting still requires CPAs. With our complex tax laws and regulations, financial advisors are also critical. The lists go on and on. Finding that niche that appeals and you connect with will help you build a winning team. All you need to do is, do it! Enjoy July and the celebrations!

*Pat Turner*

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