

Dan Campbell, Hire Dynamics



"If you look at the history of the staffing industry, it was probably the worst time to buy or start a staffing company," recalls Dan Campbell, CEO and majority owner of Hire Dynamics. "It was in the heart of the recession and, obviously, the staffing industry was hit real hard."

This bleak picture did not faze Campbell, who has "always tried to be an opportunist and take what's given to me and make the most of it." When his two co-owners at Source One Staffing in Los Angeles looked to retract during the economic downturn, Campbell sought to aggressively grow, working out a deal to buy Source One's offices outside Southern California, including Atlanta and Reno, NV, to start Hire Dynamics.

He focused his attention on the abundance of qualified personnel, inexpensive short-term leases and low interest rates available at the time. His resourcefulness paid off, earning Hire Dynamics a ranking as one of Atlanta's 50 fastest growing businesses last year by the *Atlanta Business Chronicle*.

Campbell lists his three keys to success as having the best possible in-house talent, "always saying what you're going to do," and developing personal relationships with clients that include assisting them in unexpected ways.

"Unfortunately, in our industry there's a tendency to be seen as just another staffing company," Campbell admits, "so we really like to personalize and get to know our clients."

Campbell looks forward to increasing density in the Southeast and Nevada while "continuing to find additional segments that add value that are not well served." For example, Campbell recently opened Hire Dynamics Rx, a separately operated company devoted to staffing licensed pharmacists.

At 33, Campbell is one of the youngest members of YPO and he hopes to "take advantage of everything it has to offer" for a long time to come. He soon will become moderator of his forum and he credits YPO for allowing him to become "a more well rounded person." — Seth Stern