



Tanisha Cannon is a customer relations representative at ACE USA, after Hire Dynamics placed her there in July 2002.



Hire Dynamics helped Jermaine Tolbert, now a customer service representative at ACE USA in December 2002.



Hire Dynamics recruiter Christine Cesani, right, talks with ACE USA Call Center manager Shafeeqa Cooper.



Hire Dynamics has seen revenues increase from \$2.4 million in 2000 to \$8 million in 2002, and has a goal of \$50 million for 2008.

## Dynamic Duo

Suwanee's Hire Dynamics, one of the metro area's fastest growing companies, finds work for at least 30 people a week.



Chief Executive Officers Dan Campbell, left and Jon Neff both founded Hire Dynamics in June 2001.

## CEO says attitude key to success in slow economy

By DOUGLAS SAMS  
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**D**SUWANEE an Campbell and Jon Neff picked an unlikely time to launch a staffing company. The economic slowdown that started in the fourth quarter of 2000 and lasted through the first half of last year hit the staffing industry hard, including giants such as Adecco and Manpower Inc., whose stocks plummeted. Lately, inconsistent economic data and uncertainty surrounding the war in Iraq haven't helped.

Even so, Campbell and Neff led their Suwanee-based company, Hire Dynamics, to more than double its first year revenues, from \$2.4 million in 2000 to \$8 million in 2002. This year, Neff, Hire Dynamics chief financial officer, projects revenues may grow at least 20 percent, more than double the industry average. The company, which employs 26 people in offices in Suwanee, Lithia Springs and Reno, Nev., has set a \$50 million goal in revenues by 2008.

Neff said Hire Dynamics benefited from aligning itself with fast-growing companies that, unlike others in the weak economy, show less reluctance to increase the payroll. For instance,

**"You can't have the mindset that it's a slow economy. The minute you allow your employees to think that way, you end up settling for mediocrity."**

Hire Dynamics CEO  
**Dan Campbell**

Hire Dynamics built a relationship with Brightpoint, a leading distributor in the booming wireless communications industry.

Another reason Hire Dynamics avoided the economic pitfalls: "Our attitude," Chief Executive Officer Dan Campbell said. "You can't have the mindset that it's a slow economy. The minute you allow your employees to think that way, you end up settling for mediocrity."

With Hire Dynamics recently recognized as one of the up-and-coming companies in metro Atlanta, success is coming quickly for Campbell and Neff, both 32 years old and former room-

mates and athletes at Millsaps College in Mississippi.

Neff, who ran cross country, is the numbers man. Campbell, a former basketball player, is the motivator who sets the company's monthly goals, which he posts throughout the office.

To take on the staffing giants, Campbell and Neff do things their competitors might not, such as opening by 6:30 a.m. That helps, especially when a company learns first thing in the morning that one of its employees will be out sick.

Instead of spending hours hunting a replacement, the company can give Hire Dynamics a call before sunrise. "That way," Campbell said, "we can make sure they don't lose any production time."

Campbell and Neff also created a thorough screening process.

If someone walks through the door at Hire Dynamics, hoping to work in customer service, they are put through a series of simulations over the phone. One tests how accurately they can type information. Another finds out how well they keep their composure with an angry customer on the line.

The screening, Campbell said, has helped "dramatically reduce our clients' turnover."

Hire Dynamics also puts 30 to 40 employees in new jobs every week — even as the labor market remains tight.