

SMALL BUSINESS PERSON OF THE YEAR—2006 FINALIST: DAN CAMPBELL

June 9-15, 2006



Campbell inspires loyalty in a high-turnover biz

The staffing industry's turnover rate is 45 percent after reaching as high as 60 percent in the recent past. So you'd think Hire Dynamics LLC CEO Dan Campbell would be content with his company's 27 percent internal turnover figure.

Not even close. He's set a goal of 10 percent by 2008.

That kind of determination has made Campbell a finalist for the Metro Atlanta Chamber of Commerce's 2006 Small Business Person of the Year Award.

Hire Dynamics, which was established in 2001, provides both professional and skilled staffing. The company grew from 27 employees in 2003 to 80 employees in 2005. In that same time revenue jumped from \$9.5 million to \$31 million.

"It starts with the culture of the company," said the 35-year-old Campbell. "It's a fun place to work. I think the way you create an enjoyable culture is not having a couple people making all the decisions at the top."

Originally from Atlanta, Campbell attended Millsaps College in Jackson, Miss. He started his career in Price Waterhouse's corporate finance group, and then

became director of business planning with AHL Services Inc. After working with a Los Angeles-based company called Source One Staffing for six months, he was asked to be their CEO in 1999. In his two years there, revenue jumped from \$12 million to \$30 million. In June 2001, he bought the company's offices in Atlanta and Reno, Nevada, to start Hire Dynamics.

"My respect for him only continues to grow," said senior partner with Korn/Ferry International who met Campbell through a mutual business acquaintance six or seven years ago, mentored him, and later became an investor in his business. "He's a people person. He's very bright, articulate, and he's a visionary. He also knows and understands the financials well. He's in a people business and he puts people first."

Campbell owns 60 percent of the company, which staffs professionals for pharmacy, accounting/financial, and sales management positions. It also provides skilled staffing for call centers, clerical and light industrial jobs. Hire Dynamics has 85 full-time employees. It staffs

from a pool that fluctuates from 1,200 to 1,800 people.

"In order to service our customers well, our focus has to be on attracting and keeping quality people," Campbell said. "It's as difficult to get a job at Hire Dynamics as any staffing company in Atlanta or any of our markets."

To demonstrate that he runs a "loyalty-based company," Hire Dynamics' employees get the day off on their anniversary date and receive a Rolex after completing five years. The company also rewards for performance and provides generous benefits.

"When you put his intelligence and good training with the hard work and the people skills, it's absolutely going to lead to success," said McKinnis of Campbell.

Hire Dynamics' Chief Financial Officer Jon Neff, Campbell's business partner and former college roommate, described him as high-energy, very loyal, ethical and trustworthy. He summarized Campbell's management philosophy as one of empowerment: "Hire the right people, give them the tools, and let them run with it."

"Once you get the best people in place, you get out of their way and support them," Campbell said. "You want to focus in on giving them all the tools to be successful: What can I do as a senior manager to ensure that they're meeting their personal goals in addition to the company's goals?"

Campbell believes it's also important to overhire for key positions, leaving employees room to grow.

-Reprinted from the Atlanta Business Chronicle 06/9/2006



Dan Campbell

CEO

Hire Dynamics LLC

Age: 35

What are the secrets to your success? Hire good people, empower them, and keep things simple.

Where do you see your company in five years? A loyalty leader with a quality reputation. Revenue of more than \$100 million and an internal turnover rate of 10 percent.