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INDUSTRY LEADERS: FINGER LAKES AND CENTRAL NEW YORK

A Top Name in Upstate New York Recruiting

For 20 years, iWorld Professionals has served as a trusted and effective conduit between client and candidate.

With strong roots in Upstate New York and the Northeast quadrant of the United States, iWorld Professionals works with local, national, and global client companies of all sizes and demographics. “We supplement or provide a fully dedicated HR recruiting engine to support all the hiring needs for small to enterprise-sized organizations,” notes Managing Partner Guylaine DiSalvo. Companies use iWorld Professionals to leverage their expertise and to tap into their extensive candidate network to help with “hard-to-fill niche jobs.”

iWorld Professionals recruiters are skilled at working with all kinds of organizations. “We advocate on behalf of our clients,” DiSalvo explains, “and act as an extension of them in terms of promoting the benefits of joining their team. This provides value by ensuring a strong match between candidate and company and delivering top candidates in a highly competitive market place.”

Adapting to Stay Ahead in a Competitive Marketplace

DiSalvo, an Upstate New York native, worked in the technology sector for more than a dozen years before co-founding iWorld Professionals as a boutique staffing firm. In the early days, she stuck to the industry she knew so well—technology—and filled both contract and direct placement positions. Today, the firm, headed up by DiSalvo and her fellow Managing Partner, Joe Kreuz, still does its fair share of business in IT, but iWorld Professionals also handles placements in other business sectors including engineering, manufacturing, finance, sales, and more. The firm places candidates in positions ranging from entry and mid-level roles all the way to C-suite executives. “iWorld has grown significantly just by listening to the marketplace,” DiSalvo confirms. “We listen to what our customers’ needs are and adapt quickly. We get great results by ensuring that every interaction is personalized, and quality delivery is paramount in all we do.”

Working with a Recruiter Pays Off

Many companies try filling their open



Guylaine DiSalvo (left) and Joe Kreuz

positions by sifting through resumes on virtual job boards or recruiting sites. “With technology moving at the speed of light,” says DiSalvo, “you can post a job online and receive hundreds of resumes. However, there’s no interaction whatsoever. Sometimes people wonder where the value lies in having an intermediary. We believe our personalized service is key.” Now more than ever, she emphasizes, recruiters are a crucial part of the hiring process.

“We do a lot of work upfront with candidate management and outreach,” she says, “and we are very creative in how we identify top talent.” In other words, iWorld Professionals specializes in finding “passive candidates”—those not actively searching for a new job—and diverse candidates, those whom companies might not otherwise see. People hire people, not resumes.



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Careful Vetting Leads to Better Matches

iWorld Professionals’ recruiters “spend a lot of time understanding candidates’ motivations, drive, and background, so our candidates are more precisely aligned with what our clients are looking for,” says DiSalvo. The company does this by investing the time and effort necessary to carefully vet every candidate—a process that benefits client and candidate alike. In the end, iWorld Professionals candidates end up standing out in a crowded field of competitors and don’t feel like they’re wasting time pursuing jobs that aren’t a good fit, while hiring clients know they’re getting a top-tier, highly qualified slate of potential candidates.