

CUSTOMER PROFILE | EXECUTIVE RECRUITING/BUSINESS DEVELOPMENT

# GoldStar Global

“In a world where customer care is lacking, ZoomInfo excels. We did thorough investigation and comparison of technologies prior to agreeing to a contract, we found them a good choice at the beginning of our relationship and even a better one since.”

- Richard Andersen, Senior Managing Partner/CEO

## Results

- Produced new clients and found candidates for placements.
- Added new contacts and companies to existing business development efforts
- Helped 68 men and women to work/housing in a non-profit initiative.

## Company: Global Search/Local Expertise

From its U.S. headquarters, Goldstar Global [ [www.goldstar-global.com](http://www.goldstar-global.com) ] identifies talent for clients – and is finding new customers -- in Asia, South America and Europe. Companies ranging from the Fortune 500 to start-up ventures have gained speed, efficiency and cost savings by having this Omaha, Neb. recruiting firm handle executive staffing for information technology, engineering, finance and sales/marketing. The company has experts who go far beyond the usual databases of resumes to find “passive candidates” who might get overlooked. Goldstar Global’s multilingual staff are on-call around the clock to assist clients such as Kulicke & Soffa, Charles Schwab and Conagra Foods.

## Situation: Expanding While Serving All Clients

It isn’t easy balancing longer-term business development goals while delivering personal attention and ongoing service. For Goldstar Global, international growth in executive search meant reaching farther away for clients while maintaining the attention-to-detail that has consistently won business for more than a decade. Identifying overseas partners while finding talented people to recruit are difficult tasks to achieve simultaneously. But the challenging work got easier when the company chose technology that supported both big-picture business objectives and day-to-day work. Combining data and search tools served multiple needs: Companies and their competitors who saw the high-profile results become sales prospects. By putting sales and marketing on the same page, GoldStar gained new clients AND built a stronger network of candidates.

## Doing Good, Doing Well

Applying ZoomInfo data to various projects delivered strong return-on-investment – the kind of payoff in sales, new relationships and simplified workflow that makes companies successful. The results gave the company the freedom to explore a unique venture: an initiative to help job seekers re-entering the work world – after military service, extended maternity leave or other circumstances. *“This kind of outreach to the people who need help wouldn’t be possible unless the company was thriving,”* Andersen says. *“There’s a benefit to our company reputation, but it’s a way for us to support people who might never become a client with a totally new way of using ZoomInfo tools.”*

## ZoomInfo Impact: Finding Hidden Candidates AND New Clients

One example that Andersen points to as a high point was a 2008 search for a senior geotechnical engineer. Goldstar Global identified 105 similar engineers -55 from job boards and 50 from ZoomInfo, who weren’t listed publicly). The engineer who was selected and hired was a ZoomInfo candidate that would not have been found otherwise and resulted in a commission of more than \$20,000.

*“Not only did ZoomInfo pay for itself, we created additional value – with in-house benefits and business development – that keep paying dividends,”* Andersen adds.