Good hires, strong support fuel Green Key’s growth

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What is the secret to Green Key Resources’ growth?

“We hire talented people and support them with tools and technology,” said Randi Bleichfeld, executive director of business development. “The combination has worked: the best people with the best resources.”

Green Key Resources, based in New York, places temporary and permanent candidates in accounting and finance, financial services, office support, human resources, healthcare, IT, pharmaceutical, legal support, hospitality and travel nursing.

The firm works with more than 1,000 consultants, contractors and temporary employees and has a diverse, high-volume direct hire business. Its 235 internal staff members work out of about a dozen offices in the East and Midwest. It was founded in 2004 by three accounting and finance professionals: Andrew Chayut, Robert Kahn and Matthew Kutin.

The firm’s success starts with hiring strong employees: keeping tabs on people who excel in the industry so that they can be recruited at the right time.

“We look for people who have made an impact in the industry in the past” and who have a history of being able to influence both clients and candidates,” Bleichfeld said. When the right person is willing to come on board, the firm may build an office around the new employee.

The key is to find people who will fit with Green Key’s culture and be able to serve as trusted advisors to both clients and candidates.

Laying the Groundwork

“We look for people who are ethical and professional, not scared to challenge people in a professional way,” Bleichfeld said.

The firm’s managers strike a balance between creating a culture that is the same in each office and letting each office’s personality come through.

“People come to us with tremendous experience, and that’s what we hire them for,” Bleichfeld said. “We don’t push too hard to make them work in a Green Key type of way, because they have been successful in their own market. It’s a balancing act, meshing what works for us and what works for them.”

Once the employees are in place, Green Key offers “tools, technology and other talented recruiters to help support them at the next level of their career,” Bleichfeld said. The firm’s owners and trainers are helpful resources, as are experienced colleagues who are experts in growing their practices.

Green Key also invests in infrastructure, including networking sites, data automation and other tools to make work more efficient.

“We have access to so much more information than we have ever had, and we have it faster than we have ever had it,” Bleichfeld said. “What has remained the same for us is establishing strong relationships. It makes us stand out from our competition, because we are not just exchanging information.”

Green Key’s hard work has paid off: In addition to being named to the Staffing Industry Analysts’ list of Fastest Growing Staffing firms in both 2017 and 2016, Green Key made the Staffing Industry Analysts’ list of Largest Staffing firms both years. It was also honored by other business publications, including the Tampa Bay Business Journal, Glassdoor, Crain’s New York and Inc.