

CULTIVATING TEAMS

2022

How RecorGroup Found
Lasting Talent Through
Route Networking Group



Route Networking Group

Introduction

The RNG Purpose

Route Networking Group is on a mission to help businesses in the Inland Northwest flourish and excel by finding exceptional talent. They're a valued human capital partner that creates meaningful connections to help companies and communities grow.

Meet RecorGroup

RecorGroup is a “premier sales and consulting agency where people and relationships are their greatest assets. They bridge the gap between manufacturers and retailers to foster lasting relationships, to build trust through action, and to create long-term value for those they serve.”

RecorGroup’s founders, Mark Verrinder and Jon Buntin, saw a genuine need for their solutions within a broken industry. While competitors focus on mass consolidation and acquisitions, Recor takes a different approach where people are their priority. This allows RecorGroup to nurture and grow partnerships within the industry.

Hiring, training, and developing the right people in order to maintain a healthy organizational culture is key to RecorGroup’s practice. Hiring the right people leads to intangible assets in the form of relationships and reputation. RecorGroup’s people are core to their fundamentals and their outstanding business practices.

Over the course of the three-year long partnership, RNG has sourced and placed eight of RecorGroup’s 20-person team.



RecorGroup Meets RNG

1

RecorGroup's Challenge

After a few misses with another agency, RecorGroup realized they really needed to find a local partner to connect them with the talent they were seeking.

RecorGroup had a genuine need to find connection within Treasure Valley in order to build out the team they'd always envisioned to take them to the next level.

2

RNG Partnership

"Route is local, and they were willing to come and get to know us and learn about us in a deeper way."
- Jon Buntan

What they found with RNG was significant cultural alignment between organizations, which led to understanding RecorGroup's needs on a fundamental level.

3

The RNG Difference

RNG's quality over quantity approach separates them from the rest. The team takes the time to find the niche talent that doesn't come through organically.

"We lacked the time and specialization of what it takes to recruit. Jess was good at talking about her vision of who Route Networking Group is, and she was going to approach her company through a high-touch service."
- Jon Buntan

4

The RNG Approach

"RNG made the effort to get to know RecorGroup as individuals, match with our initiatives, and find the people that fit into our culture. Every time we give feedback, they narrow down our funnel even more. We have a 'learning together' experience."
-Bryan Burks

RNG specializes in long-term relationships that lead to a deeper understanding of partner companies and continuous growth.

Candidate Experience: Dani Ortega

Meet Dani

RecorGroup sets the bar high in their pursuit of quality candidates. "I tasked RNG with a tough challenge, and with a narrow scope, to find someone who has experience for the job and would be ready to hit the ground running," Burks said.

In RNG's efforts to find someone who could fit the superior culture at RecorGroup, Zoe Shealy found Dani Ortega. Immediately, the two connected and Dani felt like Zoe understood what the right next move would be.

"I really connected with Zoe's personality, and she really wanted to know what I wanted out of my career." - Dani Ortega

Their conversation naturally led Zoe to introduce Dani to RecorGroup.

"Zoe helped me through the interview process and maintained fluid communication. She talked down my nerves, prepared me for meetings, and checked in with me after the interview."

The Results

While RNG helped Dani through the process, she made it clear that RecorGroup's team culture resonated with her and ultimately led to her accepting their offer as a Category Analyst.



Since joining, Dani's been promoted to a Manager position, and her job experience expectations have been exceeded as she's been able to do everything she was promised during onboarding.

Candidate Experience: Jordan Hogan

Meet Jordan

Jordan Hogan, another Route Networking Group candidate, was brought on at RecorGroup three years ago and has proven to be a great asset to the team. Jordan worked in sales and wasn't actively looking for a new role. However, Zoe connected him with RecorGroup who then courted him through an interview process.

Before meeting with RecorGroup, Zoe was able to have a transparent conversation about Jordan's expectations for his next career move. This made accepting an offer with the team exceedingly easy, because his top priority was finding team alignment - which is exactly what Jordan found at RecorGroup.

"RecorGroup doesn't have the big corporate culture, but it is very entrepreneurial. Everyone can come to the table with ideas and feel heard." - Jordan

Hogan was initially hired as a Sales Operations Specialist and brought his expertise with minimal training needed.

The Results

"He was a value add right away with his knowledge and background. Jordan has been with the company for about a year and a half and is a success story of not only our team but RNG as well."

After a year, Jordan threw his hat in the ring for a management position and was quickly elevated to the lead for the team. With no prior management experience, he took on the role and excelled!" Bryan said.



Since joining the team in 2020, Jordan has since been promoted and is now in a pivotal role supporting Recor's clients.

AN ENDURING PARTNERSHIP

RecorGroup is the perfect example of an enduring partnership that has proven successful for both themselves and Route Networking Group. It's RNG's goal to be a community partner, and RecorGroup is a great example of a high value team that brings a great cultural dynamic to Treasure Valley business.

"I don't think I would have found RecorGroup without RNG's help. RNG impacts other peoples' lives in a big way, and their purpose is huge. Finding a job is stressful, and when you have the right people working through the process with you, it makes things so much better." - Dani

"You guys are definitely partners. You take that extra step to free up time for us so that we're not constantly searching job boards for candidates, you find those candidates that have the skills we're looking for." - Jordan

Ultimately, RecorGroup and Route Networking Group are able to work together for the success of both organizations. The ability to maintain a durable relationship has led to success for all.



Bryan Burks Zoe Shealy Jordan Hogan Jon Bunten Dani Ortega

RECRUITING. REFINED.

Route Networking Group is a boutique recruiting firm that values the quality of connections and partnerships. When the right talent feels out of reach, we're ready to step in and shoulder the weight of searching for the right talent that your organization needs.

We're the dedicated "People Partners" who work as an extension of clients, ultimately leading to a more efficient and effective search.

Contact us today to learn more about RNG's recruiting services:

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Mikey Castro
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