

## Recruiter Finds Healthcare Firm to Meet Demand

By Sharon Florentine  
TheLadders.com



The birth of Jim Frye's firm, Execuseek International, coincided with another birth: that of his twin sons in May 2002. His last day as someone else's employee was the day before his sons were born. Since he officially launched Execuseek and became a father, Frye has never looked back.

Frye is the managing partner at Execuseek, an executive search firm based in Red Bank, N.J. He has relied on reputation and word of mouth to build his business. His second client was his former employer, who needed to fill the position Frye had just relinquished.

The agency focuses on executive search and recruitment for clients in technology, health care, financial services and communications, he said.

The first year was difficult, Frye said, but the tradeoffs he made were worth it, as he could spend more time at home with the new members of his family.

"The first year, I gave away more business than I billed for because I was trying to build up a client base," he said. That word-of-mouth approach to marketing has paid off for Frye, who said all his business has come through referrals.

Execuseek's staff of five now serves four major and several minor clients in communications, finance, health care and technology.

The current economy has made finance a difficult industry for a recruiter to find work, while health care recruiting is proving profitable, so Execuseek is evolving, Frye said.

The company this year launched a new brand, Archstone, to focus exclusively on biotechnology and health care. It plans to add two more employees and a second office by December to help meet the expected demand.

What about finance, which used to be one of the agency's most lucrative business lines? Execuseek has had to move away from the financial-services firms that were the driving demand just a year ago, Frye said.

"We used to have a lot of clients in the area of hedge funds, but financial services has been so slow," Frye said. To drum up finance business, Execuseek now focuses less on financial-services firms and more on filling finance positions in other industries. "The only thing happening related to [finance] is in the area of corporate finance executives, and even then it's only within specific firms like marketing and social media," he said.

Execuseek International is seeing a boom in social media and digital media clients in and around New York, especially in the areas of consumer engagement, new business development and marketing. The mini-boom has helped take the edge off the collapse of the financial-services practice.

Jim can be reached at [jaf@execuseek.net](mailto:jaf@execuseek.net), or 732-212-1234.