

Spotlight on Customer Success at Recruitmax

Marketing Acumen Toolkit Is a Trusted Advisor

“The Marketing Acumen budget template saved me hours,” says Recruitmax Director of Marketing Kevin Marasco, “And our controller thought the budget was awesome.”

Recruitmax was started in 1996 when company founder and CEO Derek Mercer discovered an opportunity in recruiting technology. Mercer, the third generation in a family of human resource and staffing professionals, had a great deal of IT experience and believed he could build a resume scanning tool which could outperform existing solutions. By 1998 Recruitmax shifted its technology from server-based to an entirely web-based application tracking solution.

In just a few years, Recruitmax has grown into a global company with over 115 employees worldwide and has broadened its vision from tracking to global workforce management. The company now focuses on managing the entire employee lifecycle.

Along with its growth, Recruitmax is developing a sophisticated marketing function. Marketing Director Marasco was faced with creating budget to support an expanding marketing department.

“I did a Google search and ran into Marketing Acumen’s website. I read Steve’s background and downloaded the template, which proved to be a fantastic tool. Not only did it save time, but also the budget was better than something I might have done alone. It helped me tap in at a higher level and drill down. And it speaks to the financial people.”

“We want to spend our time focusing on the greater impact of our jobs in our companies, like branding and lead generation, but the budget has to be done. This tool made the task easier, so I could get on with the real work of my job.”

“The entire guidebook is really good,” adds Kevin. “It is an effective self-educating tool and its strength is in the practical, down to earth, real life experience it provides. I plan to pass it on to new hires as a way to ramp up our new team.”