



## A BRADLEY-MORRIS CASE STUDY

# swisslog

### COMPANY PROFILE:

Swisslog North America is a Newport News, Virginia based company that works with its customers by consulting, designing, implementing and providing lifetime customer service support for “best-in-class” integrated systems and services for hospitals, warehouses and distribution centers.

Some of the big name companies that they work for are Target Corporation, Walmart, Publix, Cargill, Baxter Healthcare and Glaxo Ontario.





## THE CHALLENGE

More companies are turning to automation to manage their inventories and move their products. This reality, coupled with an overall improved economy, translates into growth for Swisslog North America.

The company has doubled in size, from 70 employees to 140 since 2011.

Swisslog North America must be able to quickly and efficiently recruit, hire and retain the additional employees.

Successful candidates for the field service engineer positions will have prior experience working in a mission critical, on-call work environment and will need to be willing to travel a great deal and on short notice.

## THE SOLUTION

When an organization has the right resources in place to begin with, the right solutions are not far out of reach when needed. Such is the case here as Swisslog North America has been partnering with Bradley-Morris, Inc. (BMI) for over 10 years to recruit and hire qualified candidates.

Swisslog North America knows that our nation's brightest and most technically skilled veterans are excellent candidates for employment within their company. They actively seek them out by working closely with their BMI account representative to connect them to their future employees.

## THE RESULT

Since June 2004, BMI has placed 27 candidates with Swisslog North America.

Those who are hired usually have a technical military background to include experience working on a nuclear submarine and/or experience working as a fire controlman.

Soft skills, to include the ability to effectively communicate across professional levels, are also highly desired. The company has promoted placed candidates into positions of higher authority as well.



"Those who are coming out of the military have relative experience and discipline. They understand that everything interacts with something. They are used to following a protocol and they know how to effectively communicate with others."

– Head of Business Development, Swisslog North America

"When BMI gives me a stack of 10 resumes, I know without a doubt that those 10 candidates are all equally qualified to do the job. I wouldn't have those resumes in my hands if they weren't."

– Service Manager, Swisslog North America