



A BRADLEY-MORRIS CASE STUDY



COMPANY PROFILE:

Aeroflex is a global leader in providing microelectronic solutions and electronic test and measurement systems, instruments and solutions for the commercial broadband, aerospace and defense markets (they sell equipment to all four branches of the service). It is a 2,600 employee company which also leverages the latest technological innovations in new product areas such as electronic countermeasure, signal environment analysis, and simulation and communication system integration solutions.





THE CHALLENGE

Aeroflex was seeking a reliable source of quality candidates for their sales management positions. Typically, Aeroflex sales managers market their products within the commercial and defense industries. Serious candidates to the company generally have a four-year college degree, preferably in engineering or business. Prior experience in sales is a definite plus. Knowledge of basic engineering principles is a must. Travel is required.

THE SOLUTION

Aeroflex identified key positive attributes of military job seekers including strong leadership abilities, high confidence levels, ability to work well with individuals from all levels of an organization, and being extremely trainable. After unsuccessful initiatives in military recruiting yielded few viable job seekers, Aeroflex turned to Bradley-Morris, Inc. (BMI) to assist in resolving this challenge. BMI began targeting candidates for Aeroflex, then scheduled the company to interview pre-screened and pre-qualified job seekers at BMI Hiring Conferences.

THE RESULT

To date, BMI has placed six candidates with Aeroflex, primarily as sales managers. All of these candidates were sourced via BMI Hiring Conferences. The company is highly satisfied with BMI's flexibility and partnering ability in identifying and matching talent for their sales roles.



"We appreciate the partnership that we have with BMI to help meet our staffing needs."

– Aeroflex Human Resources Director