



A BRADLEY-MORRIS CASE STUDY

HITACHI

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COMPANY PROFILE:

Twinsburg, Ohio based Hitachi Medical Systems America, Inc. (HMSA) was founded in 1989 by Hitachi Medical Corporation, a full-line supplier of medical imaging equipment in Japan, when its flagship product, the Open MRI, was introduced to the U.S. marketplace. Since its arrival on the U.S. scene, HMSA has cornered the market in Open MRIs, being able to boast of over 1,500 installations of its unique product. In addition, HMSA offers other hi-resolution ultrasound and computed tomography products.





THE CHALLENGE

A senior level workforce approaching retirement age coupled with the explosive growth in business presented HMSA with a challenging human resources need. More installation field service technician and field service engineers were needed in order to meet the current and long-term demands of the company.

THE SOLUTION

HMSA Vice President of Service turned to Bradley-Morris, Inc. (BMI) to assist in filling their human resource requirements. HMSA personnel attended a number of hiring conferences in such cities as Atlanta, San Antonio, Chicago, Austin and Norfolk in order to increase their pool of potential employees.

THE RESULT

The results have been beyond tremendous. To date, BMI has placed 32 employees with HMSA with future hires a certainty given continued conference participation. Both HMSA Vice President of Service and the BMI Account Executive report being highly satisfied with the business relationship between the two companies.

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“The BMI hiring conferences are an extremely productive way to see a lot of potential candidates in a short period of time.”

– Vice President of Service