



A BRADLEY-MORRIS CASE STUDY



COMPANY PROFILE:

Michelin North America is part of the greater Michelin Group, an international company dedicated to mobility through the disciplines of science, research, manufacturing, marketing and sales. The company employs 121,000 people in dozens of facilities worldwide. For over a century, Michelin has stood behind its core value of respect as it applies to people, customers, shareholders, the environment and the facts.





THE CHALLENGE

The staffing challenge for Michelin has been to locate and hire sales managers who are interested in a long-term career and who also possess leadership abilities, excellent communication skills and open mindedness.

THE SOLUTION

To help overcome this challenge, Michelin North America turned to Bradley-Morris, Inc. (BMI) to assist them with targeting candidates who have military leadership experience, a trait that Michelin has come to value highly, as well as other key attributes for territory sales managers.

In response, BMI sourced candidates who value career longevity, a stable company, and who also exhibit the requisite flexibility, leadership, communication skills, a desire to excel in sales and an undergraduate degree. BMI delivered these candidates via efficient and effective ConferenceHire® hiring events.

THE RESULT

To date, 16 candidates have been placed with Michelin thanks to the efforts of the BMI team. Michelin's Executive for Marketing and Sales reports being highly satisfied with the caliber of candidates and service provided by BMI.



"BMI has done a fantastic job in conducting the initial screening of candidates for us. By the time we get to the full day ConferenceHire event, we have 10-15 candidates who are already interested in us and in going to the next level of the process. This makes our job easier so we can focus on the right candidates." – *Michelin Executive for Marketing and Sales*