

## Celebrating 20 Years In Careers!

2008 marks the 20th Anniversary for Resources Group (formerly Personnel Resources) as market-leading specialists in the recruitment of market research professionals.

Comments Julian Hadfield, "The last two decades have seen amazing growth in the market research recruitment sector. I joined in 1990 and have seen the research industry grow and diversify, often when other marketing disciplines have fallen on harder times"

"Our business has grown from 3 people focussing on market research recruitment to our current headcount of 30. Initially, recruitment was very much a 'cottage' industry with agencies having one or two people offering a general recruitment service. As the industry grew and became more diverse and specialised, so did we by developing 'vertical' recruitment specialisations with each consultant having a particular focus, and together we span the full spectrum of specialisations in the industry, including research, qualitative/planning, project management, field, marketing intelligence, DP, agency and clientside. This has also enabled us to keep abreast of ongoing industry developments within these specialisations and has meant that we can always offer applicants focussed expertise and advice in a market with often overwhelming choice.

"The last 2-3 years have also been exceptional with regards to the growth in choice. We have never before seen so many vacancies, both agency and clientside, and overseas as well.

Overseas recruitment was an occasional assignment-based service that we provided back in 1991, but in the last 5 years there has been far more movement and activity than ever before and the logistics of a career move are not that much different these days for those moving 50 miles or 5,000!"

Julian adds "One of the most striking changes over the last 20 years has been the use of technology in recruitment. Back in 1990, most applications were made by post or the occasional telephone call. Some would even send a fax! These days it is all emails and Blackberries!"

"Resources Group also set up the industry's first recruitment website in early 1998 to take advantage of this change and our website has now evolved into one of the leading industry 'notice-boards' giving applicants a focal point for the very latest vacancies with enhanced features and functions to help people see either a full range of vacancies, or that particular job. [www.resourcesgroup.com](http://www.resourcesgroup.com) is updated every hour and the 'My Resources' registration function allows applicants to receive vacancies on their email the very second they come up."

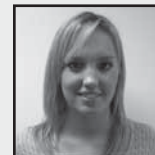
Julian Hadfield concludes "The signs are that 2008 will continue to be a strong year for the research industry providing plenty of scope and choice for individuals at all levels who are looking for a career move, either locally or at an international level. As for the next 20 years, who knows - perhaps hologrammatic interviewing in 2030!"



# Appointments & Promotions



Hannah



Annabelle



Crystal



Jacqueline

**Hannah Cook** joins the Marketing Agency Team which continues to grow at Resources Group. **Annabelle Windsor** has also moved across to join the team. The Marketing Agency Team also includes **Crystal Evans** and **Jacqueline Lloyd**, recruiting across all specialisations within Brand Consultancies, PR and Communications, DM, Media and Digital agencies.



**The Resources Group UK team, Pennyhill Park 14th December 2007**

**From left to right:** Julian Hadfield, Nazareth Tekest, Simon Andrews, Samantha Mair, Annabelle Windsor, Aimee Groffman, Andrew Doherty, Rebecca Hunter, Annette Cormack, Tamara Traini, Tom Parkinson, Giles Taylor, Colette Norfolk, Hannah Cook, Deborah Lewis, Salima Murtiza, Charles Moore, Liz Cummins, Victoria Capsey, Kate Thomas, Neil Paton, Nicola Hutton, Catherine Stirling, Jodie Russell, Jacqueline Lloyd, Jenna Green, Crystal Evans and Steven Marshall.



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