

Attracting Senior Talent for a Values Driven Company

The Company

Sambrailo Packaging is a fourth-generation, family-owned company that has been a leader in providing innovative packaging solutions to agricultural producers since 1923.

Today, Sambrailo Packaging continues to adapt to the ever-changing needs of the agriculture community. The firm has expanded its operations and diversified the range of services offered by the Quality and Innovations team in order to proactively meet the more rigorous demands of the industry and to benefit its customers.



ClearPath has helped us hire several key people and I appreciate that they take a very different approach from recruiting agencies or headhunters. The ClearPath team sat down with us and asked us insightful questions about what the right person would look like. They went way beyond the job description to get us candidates that fit our core values and not just the job description. I would recommend ClearPath if you're looking to get the best person for your next position."

Mark Sambrailo, CEO Sambrailo Packaging

The Challenge

As a family owned business located in the small coastal town of Watsonville, recruiting senior leaders into the business can often be a challenge. When Sambrailo needed to recruit a new Sales & Marketing Director and a new Procurement Manager, they knew that they would need help. It was crucial to the company that the new employees not only have the technical skills to do the job but also believe in the company and family values of Sambrailo.

Finding experienced people with relevant skills and expertise would be a challenge for any business in the agricultural space. Far from major cities, the potential recruitment pool in this case was limited. Job postings with sufficient reach would require a large budget, and it was likely that for the level of seniority and experience, the ideal candidates were probably not actively looking for new opportunities.