

## 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.

## The Solution

ClearPath believes that hiring the right people is essential to ensure the sustainability, scalability, and overall success of a business. This brings with it some real challenges, especially when the client works in a competitive industry and a limited local talent pool. Additionally, this project began at the end of 2019, at a time when the employment rate in California was at an all-time low of 3.9%.

Although job postings are one way to attract potential employees, senior talent often requires a different approach. High volume recruiting tools help attract some potential candidates, but the exceptional candidates that our client needed were likely to be already working for another company and doing good work in those roles. They were less likely to be actively looking for work.

These passive candidates are much harder to source, and this is where the ClearPath processes and team excel.

We began by building a profile of the ideal candidate, considering their education and work experience, and where they live. Using this profile, we were able to find potential candidates who we were able to meet, screen and ultimately present to the business.



*"It was very helpful to have Dan and the ClearPath team handle all of the details during this most recent recruiting project. Dan was able to work with me to schedule in-person and virtual interviews due to the coronavirus pandemic. Once we knew we had found the right person, Dan helped us draft the offer letter and even handled all of the negotiations making this a really smooth process."*

Erik Sambrailo, Sambrailo Packaging

## The Results

Within weeks, ClearPath had helped find two excellent employees who had relevant experience, fresh ideas and were a great fit for the family-oriented business. After a thorough interview and vetting process, both employees were successfully brought on board.

## About Us

At ClearPath, we believe that business owners should create a healthy, sellable business whether they plan to sell or not. Everything that builds a sellable business, creates a stronger business and a more balanced life for its leaders and teams. Stronger businesses with balanced leaders are better able to survive the tough times and thrive in the good times.