

Cyber Security Recruiting Firm Provides Talented Candidates To Organizations across North America



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CEOCFO Magazine

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CEOCFO: *Mr. Machlis, what is the idea behind InterCast Staffing?*

Mr. Machlis:

We provide highly skilled, technical network security professionals to technology organizations across North America.

CEOCFO: *Is it hard to find the right mix of technical skills and the business side to know where it makes a difference?*

Mr. Machlis:

That is the biggest challenge. Finding the specific technical skill set that the client requires within a candidate who also possesses the right business acumen.

CEOCFO: *When companies that turn to you do they actually know what they need?*

Mr. Machlis:

I would say that 85% of our clients know exactly what they need. They can define it; they just need help understanding the market, what their budget should be like, and what the expectations are of the labor force from the employer/client.

CEOCFO: *Do you tend to work with larger companies with many employees, or does it run the gamut? Who is your typical client?*

Mr. Machlis:

We typically work with larger companies - very often public companies with more than one thousand employees. We also have many mid-market organizations in our portfolio of clients. All sized organizations often need the same technical skill-but their hiring cycles, budgets and processes can be very different. They have different pros and cons thus attracting a different type of person. There is no good or bad opportunity or company. There is only a good and bad 'fit'.

CEOCFO: *What goes into matching a professional with a company that needs them? What do you understand that doing so that perhaps others do not?*

Mr. Machlis:

What sets us apart is that we are a niched recruiting firm. Network and Cyber security, and all of the technology that comes underneath that umbrella, is all that we do. As network security recruiting sub-specialists we really do understand how deep the field is. As such we are able to provide that added value to our clients.

CEOCFO: Security seems to change more so than other segments of technology. How do you know when a potential candidate for a job has kept up-to-date?

Mr. Machlis:

We look at their past history and how they have progressed in their careers to date. We look for which certifications they have written. If they do not have the certifications, then they should have a pretty good reason, or references that support a degree of experience that parallels the expertise one would derive from the formal certification. I think you have to get an overall feel from the professionals to know whether they are going in the right direction.

CEOCFO: Are there many firms that specialize in this segment?

Mr. Machlis:

Not many. A few more are popping up more recently.

CEOCFO: Why do you think that is when it is so important? How has it been overlooked?

Mr. Machlis:

You know, recruiting is kind of a funny business. Funny, in the sense that there is a low barrier to entry and when one is starting out one may look for clients in the broadest sense and fill whatever job opening there is to keep afloat. There are recruiting firms out there who may be “network security literate” but it is often part of a general IT recruiting portfolio. It takes real discipline to focus on a single technology sub-specialty because it means passing on a lot of other business opportunities in the short term for the purpose of building more sustainability long term. However, I prefer to approach recruiting with that more disciplined, strategic focus. In the long term, having a network security niche allows us to provide a very unique value to our clients. And it makes us difficult to compete with.

CEOCFO: How do you reach out to both prospective candidates and to companies?

Mr. Machlis:

We go to where our clients go! We live the community. This enables us to delve deeper into the space, understand our clients and their day to day challenges. This means we attend the same conferences as our clients. We also do trade shows, online marketing, and use the power of social media. We get a lot of referrals now because we are so focused. As you can see it is multi-channel, but it is a very clear value proposition and a very clear marketing message.

CEOCFO: What is your geographic reach?

Mr. Machlis: We are North America wide, and we are beginning to have clients ask us to do work for them globally. That is something we are looking at doing.

CEOCFO: What is involved in expanding your reach?

Mr. Machlis: We need to just keep doing what we are doing, and expanding the reach of our searches. As you do successful searches, then clients come. I think the days of needing to set up an office right next to your client and knock on their door constantly is inefficient. We can market to our clients from anywhere. We can demonstrate a well above average ability to identify the right skills because it is all we do all day long.

CEOCFO: Do you typically have a roster of candidates available, or do you put out a search request? What makes up the two sections?

Mr. Machlis:

That is a good question. It is a combination of both. We have some highly skilled candidates who are passively looking and keeping in touch with us. We have others who are more actively asking us to help them either relocate or find a new role. We also have clients who consistently asking us for people, which would trigger a new on demand search at that point.

CEOCFO: What is most important for candidates? Can you identify trends perhaps, and has that changed since you started?

Mr. Machlis:

Great question! Flexible work is the way of the world right now. Flexibility is important. Flexibility means not having your boss look over your shoulder, being able to take work remotely, being able to finish things up after hours so that you can pick your kids up from school. The traditional nine to five is a way of the past. Employers are starting to realize that to get the best talent, you have to be a little bit more hands-off and micromanage your people less. It goes without saying but salary is always important. Everyone has a lifestyle they need or hope to support. In the end, however, what is going to help you secure that cyber security talent over competitive opportunities is basically flexibility and culture. Those softer things.

CEOCFO: *Is there definitely more demand than supply?*

Mr. Machlis:

Yes. A lot of IT is shifting to Security and the labor force is slowly following. There are a lot of initiatives in the public and private sector to train, promote and basically increase the supply of Infosec professionals.

CEOCFO: *Are you able to help guide a company to help them understand they need to be more flexible in some of the things they need to do to attract the highest talent?*

Mr. Machlis:

Trusted advisor status takes time just like any relationship, right? To become their trusted advisor, it takes time and a track record of success, That means doing something that is very difficult, which is placing this talent in-house. Once you have made a few successful placements then your opinions start to matter with your clients. My experience is every client wants to be led. People want to be led - they want to hear useful information and qualified opinions, but it takes time to build those relationships.

CEOCFO: *What do you look for in your people?*

Mr. Machlis:

I look for individuals who are sociable, open-minded and entrepreneurial. They don't necessarily need to have a recruiting background. These types of individuals often have "fresh eyes" and will be willing to seek out and reach out to new clients. Some of these newer, less established clients become great clients down the road.

CEOCFO: *How is business these days?*

Mr. Machlis: Very good. We have been around for 7 years and grown each year. My motto is business could always be better. But we are thankful for the constant challenges, growth and profitability that the industry provides.

CEOCFO: *Does being based in Canada make a difference?*

Mr. Machlis:

I believe it makes a positive difference. Sometimes I will get comments like, "Oh, you are all the way in Canada," and it will be someone who is in New York and they do not realize that it is an hour plane ride. It takes you four hours to get to California but it takes you an hour to get to Toronto. The truth is, it is pretty seamless these days. I think being Canadian works to our advantage, in some ways it helps brand us as the Canadian guys and people remember us. It still amazes me how much are US clients enjoy when we say "Eh?"

CEOCFO: *I have heard that Canadian companies like to do business with other Canadian companies.*

Mr. Machlis:

That is true. Canadians really like other Canadians. I once cold called a CIO of a major Canadian bank and when she unexpectedly picked up, I pitched her, and she asked me one question: Are you guys a Canadian Company? To which I replied, yes and cited the address where I was sitting at the moment (which was right across the street from her). She responded with the name of the person in her organization who I needed to be speaking with. I consider that a lifelong marketing lesson!

CEOCFO: *Are there some areas of security you are not involved with now and offer a chance to branch out a little more?*

Mr. Machlis: Yes, new stuff is always coming up. IoT (Internet of Things) is something everyone is always talking about - I have not really seen too much in the way of IoT. And it is implication for security, so I am sure some jobs will be coming up in that arena. Data science is somewhat related. But these fields are very new and have not really hit the mainstream in terms of the labor force, so we have not seen too many of those opportunities come up.

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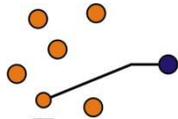
CEOCFO: *How do you stay ahead of the changes?*

Mr. Machlis: It all starts with the client asking for something, and then from there we do our research. Nothing happens overnight; it is just getting a client request and doing your research and seeing how the market responds.

CEOCFO: *Why is InterCast Staffing an important company?*

Mr. Machlis:

Most importantly- we never waste our clients' time! We understand exactly what they are looking for because we operate exclusively in their space. We provide a great service to both mid-market and enterprise companies, and we help them scale. We help executives achieve their goals, and we take a long-term view to everything. One of our mottos internally is that we are a 'skills brokerage'. We broker hard- skills. When a client asks for something, we get right down to the specifics of things, and we pride ourselves on giving them exactly what they want and not wasting any of their time. That is a guarantee we make to clients and prospective clients; that is the InterCast Difference!



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