

Trends in the Economy and Job Market are leading to Growth for IT and Professional Staffing Company Kavaliro



**Business Services
Staffing
(Private)**



**Mark Moore
President**

BIO:

Mark Moore oversees and helps to navigate the overall direction of Kavaliro. He is very involved in strategic partnerships and the development of large capital accounts for the business. With more than 12 years of experience in the government contracting, technical services, informa-

tion technology, banking and professional services industries, Moore established and oversees two offices, one in Orlando and the other in Charlotte, NC.

Along with his partners John Mahony and Diane Mahony, Moore helped to solidify a partnership with an international staffing firm and became a managing partner with that organization under Kavaliro in March 2003. He was responsible for the overall strategic direction of the firm, operations management, business development and management of employees and contractors for those offices. He oversaw all international operations, including more than 50 contractors and over \$5 million in large capital equipment in Southwest Asia.

Previously, Moore was a consultant for a provider of IT professional consultants and solutions, a role in which he hired and trained employees, developed project proposals and oversaw the development of customer relations. He began his career at a national, publicly traded technical services firm where he spent four years and held positions at all levels including technical recruiter, team manager and branch manager. During his tenure, he relocated to New York City where he successfully developed and implemented strategies that took the branch from a monthly operating loss to a profit in less than six months.

Moore gives back to the community through a variety of charitable and civic organizations. Most recently, he has helped with fundraisers for Hospice of the Comforter and Cornerstone Hospice. He makes financial contributions to the UCF Alumni Association and UCF Foundation on a

continuous basis and donates his time to the UCF professional selling program and the Association of the United States Army (AUSA). Moore is a board member of the Disney Entrepreneur Center in Orlando and an active member of several other organizations, including the National Defense Industrial Association (NDIA), Homeland Security Industries Association (HSIA), National Center for Simulation, UCF Alumni Association, UCF Foundation, and East Orlando Chamber of Commerce.

Moore attended UCF and graduated with a Bachelor of Science degree in Business Administration in 1999. He resides in Orlando with his wife, Lisa, and two daughters, Jordyn and Kylar. He spends his free time with his family enjoying all that Florida has to offer and loves taking his boat offshore for a day of fishing.

Company Profile:

Today, up to 90 percent of all U.S. companies contract staffing professionals. Business executives are increasingly entrusting the recruiting process to the subject matter experts who have a wealth of resources and contacts within the business and job seeker communities.

This trust brings with it an enormous responsibility, and one that the Kavaliro team takes very seriously.

When Mark Moore graduated from UCF, he entered the staffing industry because he felt it was a "dynamic arena based on relationship building." Over the next few years, he honed his skills in New York City, learning how to establish and nurture such relationships.

"After all," he believes, "you can't be a good staffing executive if you don't know how to work with people and gain their trust."

One of Moore's early experiences in the business taught him a valuable lesson he has never forgotten. While working for a woman-owned staffing agency headquartered in Detroit, Moore got to see first-hand what can happen when you treat employees with respect and empower them to reach their full potential.

"I had so much respect for her because it was never about personally benefiting from her employees' hard work. It was a team effort, and her happiness and success were tied into the success of her employees."

After spending several years enduring cold and gloomy New York winters, Moore, like many Floridians, began to feel homesick. As he yearned for warmth and sunshine, he learned some of his UCF friends had started their own staffing agency based in San Diego, and they were interested in getting him into the mix. When Moore came to Florida for a wedding, he ran into another college buddy, John Mahony, who was cutting his teeth in the staffing industry as an engineering and administrative staffing specialist. Mahony told Moore he also was contacted by their friends, who wanted to build a book of business in Florida. They took a few days to mull over their options and decided to accept the offer.

"My wife was pregnant, but I decided it was time to take the risk," remembers Mahony. "We had a year to make it work before we both went broke, so we focused on getting one person hired at a time and eventually started to grow."

Working out of the guest bedroom of Mahony's house and conducting client interviews from a Burger King down the street, the two entrepreneurs eventually gained some momentum. They hired more staff, continued to do their homework, and threw their hats into government services staffing at the behest of a friend familiar with the industry. It paid off; by its third year

the Central Florida operation was generating huge profits.

While Mahony and Moore focused on sales and client service, Mahony's wife, Diane Symes-Mahony, took over all the administrative, finance and accounting duties in order to keep the company running on all cylinders. One could say that while Mahony and Moore were rowing, Diane was steering the ship. Symes-Mahony also took the lead in community outreach endeavors, getting involved in charity events and establishing the company in the Central Florida community as a smart, savvy, civic-minded organization.

Bill Peppler, another friend and UCF alumnus, came on board to help with sales and operations in the Southeast Region after working for several years in Seattle, Orlando and San Diego recruiting and staffing technology and financial consultants for companies such as Microsoft, Amazon.com and Boeing. Peppler's commercial experience complemented Moore and Mahony's government staffing acumen perfectly, yet a void existed in their professional lives.

Once again, using the motto "no risk, no reward" as their mantra, Moore, Mahony, Symes-Mahony and now Peppler decided to leave a comfortable situation in exchange for the chance to grow and nurture something they could call their own. After constructing a savvy business plan and agreeing on a mutually beneficial buyout with their other business associates, they were ready to move forward with their brainchild.

Like the Esperanto language from which the name is derived, Kavaliro is an innovative company that fosters hope and understanding. Kavaliro represents an extension of a vision shared by a group of seasoned staffing professionals who have developed strong relationships in the industry and who recognize that true strength comes from a collaborative and open-minded environment where employees, clients, candidates and consultants are all supported and empowered to succeed.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Moore, your website indicates Kavaliro is fueling success. What do you do?

Mr. Moore: Kavaliro is primarily an IT and professional services organization. It is a pretty general term. Primarily what we do is identify resources and provide staff augmentation staffing to specific companies. This is usually done on temporary on a project, or potentially even a try-before-you-buy, or contract-to-hire situation. We also provide deliverable services. If you are looking to outsource your accounting practices or outsource your help desk, we can provide that service to you as well.

CEOCFO: How does it break up between the two sides of the business?

Mr. Moore: Primarily right now we are about 85% staffing and out of that staffing about 80% of it is technology based. We will see a change in that process primarily due to the fact that we did a great amount of work for the defense department up until about two years ago. We sold off a portion of that business that we actually managed and we have some competitive restraints from allowing it back into that market. Once those restraints are lifted about nine months from now, we will see resurgence and probably even more work in that specific area.

CEOCFO: What is the general state of the IT staffing industry?

Mr. Moore: If I am not mistaken, at last report it grew about 167% up from last year. While the economy is not growing at a very rapid rate what we found is that due to the fact that people are reluctant to hire people full-time, project based services or temporary services tend to be highly sought after right now. To be frank, I have been in this business for about fifteen years and I have not seen us this busy or seen an office this busy since the Y2K bubble.

CEOCFO: Do you have to recruit people to your team to make them available?

Mr. Moore: People nowadays think there are so many people out of work that it must be easy to find people and that is absolutely, not the case. Specifically within our industry, there is actually a job surplus. If you have highly specialized skills specifically within technology you can take your pick at jobs that are out there. When you really peel the onion back a bit more, it is more specifically regarding software engineering and software development. People that have some of the updated skills and languages used primarily such as dot.net, Java, and then those people who can actually understand business, understand what their customer or organization is specifically trying to accomplish with that software. Those are people sought after right now. I promise that those people are very hard to find.

CEOCFO: How do you find these people?

Mr. Moore: We develop a great network. First, we identify ourselves within our community within the organizations that we work with to make sure the people know about us. Obviously, there are different publications like CEOCFO Magazine, but we are also just making sure we are readily available to those local media outlets as a potential resource, or someone who is an expert in their field. We involve ourselves in different user groups and we try to involve ourselves in the potential to give back to those user groups. Obviously, we use the different tools and resources. Social media is probably one of our greatest tools we have nowadays and in addition to that, your job boards which allow us to collect data in areas where we work.

CEOCFO: Speaking of amazing people, I would imagine that it is easy to know who has the technical skills. How do you know who has the business skills or customer skills that some IT people do not seem to have?

Mr. Moore: The one thing that you can never look at a resume and see is whether someone is a cultural fit for the organization. It is up to us to understand each client that we have in

the organization that we are going to be potentially putting our people. We understand the culture and environment and the people they are going to be working with everyday. Some cultures in the defense department are much more structured and rigid, other organizations will allow for much more flexibility and creativity. It is absolutely something we have to recruit for and I think it comes down to a personal touch. You cannot just send an email to somebody and then have them reply with a resume and then present them to one of our customers. We bring our people in to our office, sit down with them and talk to them. We ask some questions that bring back their personality. We find out what kind of environment where they feel most comfortable. Different people work really well in different environments. Taking it a step further be-

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cause there is so much work done remotely nowadays, we have only three actual physical offices and we do work in twenty-six states. In those instances we use technology, we use Skype interviews. We know who we are meeting with and who we are potentially presenting to our customers.

CEOCFO: Why do tech people want to work through Kavaliro?

Mr. Moore: There are two things that separate us and the first is our people internally within our organization deal directly with our customers, and with our people who are actually out our customers, those people are empowered to make decisions and I think that is so rare nowadays. This large corporate world that exists nowadays, there are so many people that have to be involved in the most minute decisions. One of our business partners had left a rather large staffing organi-

zation and he recalled one of the last conference calls he was on, which was a two-hour conference call about the use of Styrofoam cups and we just do not have the time to do that. Because our people are empowered, we are much more agile than most of our competition out there. I believe that our agility, the empowerment of our people and the people that work for us who are available to our customers, we give them a true identity with Kavaliro and a real home. It is not just a paycheck, we make sure we do events with all of our folks once a quarter in different areas of the country to make sure we are meeting with all of our people and we invest in our people. We provide them with additional education and send them to different conferences that have to do with the field they which they work. Finally and most importantly, in every

community that we have a physical office, we have a real commitment to the community. We are not just here to take credit or here to make money. The headquarters is in Orlando and we do a quarterly food drive in Orlando. We sit on several boards and make and provide different organizations at different levels funding here locally because we feel that by helping to grow our community and helping

to improve our community, that it is the only way. You have to be a good steward the place where you find yourself. Those are the things specifically that our customers take notice.

CEOCFO: You mentioned that you are in twenty-six states. Are they contiguous, and do you go into specific markets with specific criteria?

Mr. Moore: Most importantly, one of the reasons we get into different states is because customers come to us, or strategically, we are looking at specific customers. We have an environment where most of our customers now are within the energy and utility industry. We try to focus on are sustainable businesses that we can really grow in and that our people that work for us feel a great amount of confidence in the industry in which they are working. We know that energy

and utility business is going to be around forever. People always need to keep the lights on, it is not a business where if something happens in the stock market, someone feels a certain way and then all of a sudden you are seeing lay-offs in that certain field. We know people that have worked with the financial industry before and then obviously as you know, with everything that has gone on in that instance, it has been rough for them in certain circumstances. We try to maintain a presence in sustainable industries and that has been the reason for our growth in certain states.

CEO CFO: How is business these days?

Mr. Moore: Business is great. We rebranded Kavaliro as a spinoff of a company, that we had help grow and had some ownership. We rebranded almost twenty-four months ago and since that time, we have grown over 700%. I always think we could be doing better and more, but we are certainly happy about that level of growth.

CEO CFO: Would you tell us a little more about what you will be doing when your non-compete clause is over?

Mr. Moore: The company, which was acquired at the time was SJF, was an amazing group of people. We still have strategic relationships and partnerships with them so I do not believe it is our intention of going to compete with them. I think that was an opportunity and not really a decision that we had much to do with at the time as a minority partner. I think moving forward we are going to look at who the current administration is and what they think they are going to do within different government services. The interesting thing and one of the real drivers, specifically in defense, was that I really felt like it was an opportunity to serve and it is amazing to think of the different things that we were doing and how those things were potentially protecting the lives of our men and women in uniform. Moving forward, and again depending on what administration we see come in, there are going to be opportunities and maybe more on the public service side as opposed to defense side, if

the current administration stays in or we are going to see a leveling off a little bit. We will grow in that industry, we will be back into it for sure. We will be bidding contract simply because we think we have a great model to save the taxpayer money and provide a great level of service.

CEO CFO: Why should investors and people in the business community pay attention to Kavaliro?

Mr. Moore: I think from the reasons of such high growth, no matter what we see as far as fluctuation in the economy, what is here to stay is the project based, solutions based workforce. You are going to see people and companies in general all over the place not just bringing on full-time staff, but they are going to bring in project staff to solve their short-term solutions. Technology is changing so rapidly it is hard just to bring in a few folks and hope they can continue to grow at the rate the technology has grown. It is a smart bet in the fact that we are going to continue to see higher than average growth numbers.



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