IT Recruiting Firm Shakes Up the Recruiting Industry with New Offering

David Moise
Founder & President

Decide Consulting/Discount IT Recruiting

Contact:
CEOCFO Magazine
570-851-1745

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Moise, would you give us a little background on Decide Consulting?*
Mr. Moise: It started many years ago, back in 2002. My background is as a software developer, which is different in our industry. The bulk of our competitors come from the sales and recruiting background. I spent many years as a software developer and started the company doing software projects. In the post-2008 world, when the phone was ringing, it was a lot more for, "I need a software developer for six months," as opposed to "I have a project I would like for you to do." Therefore, we just paid attention to the market and focused more on IT staffing and recruiting than software development. Our core function now is IT staffing and recruiting.

CEOCFO: *Where does Discount IT Recruiting, which you just launched, come into play?*
Mr. Moise: We were just paying attention to the market. There are over six hundred thousand open IT and software loans here in the US. Even with the COVID period, we have discovered that people with software and technology skills are not getting let go! They are being held onto by companies.

Some years back, to give ourselves a competitive advantage, we built a data base of who all the IT people in Houston. It started there and before you know it we expanded beyond Houston and wound up sitting on a data base of over seven hundred thousand people who worked in IT. We know a lot about them. We knew how to categorize them by skills and got pretty good at just being able to reach out to people and pitching them jobs.

Right now, there are many companies that just do not want to, or cannot, pay a thirty percent recruiting fee. It can be a hit to their bottom line. They may be a startup or would rather put more money into the people as opposed to paying recruiters.

Since we have the internal tools, we have the data base, we know how to contact them, we are good at pitching them, we decided to start offering a different service.

We ask companies, "Tell us about your role. What is good about your company?" We take those answers and match it with the top candidates using machine learning algorithms. We pitch the company to them and find some people that are willing to interview. At that point, we just hand it over. It is just a variant of our IT staffing and recruiting service. We get a little bit less involved, but still do the tough part of identifying the right people and getting them interested. The hiring

1

company can hire multiple, or just one person. We do our part for a flat fee that is under two percent of a typical recruiting fee.

CEOCFO: *How would this differ from Indeed or some of the other services that exist today?*
Mr. Moise: We view this as something complementary to that, or "Try us first." If you put an ad out on Indeed or Monster or LinkedIn, you are going to get applicants. However, more than half are not even going to be close to what that job was. Many people that apply are just not going to be at that skill set that you are really looking for; they are either too high or too low. Lots of applicants need H-1B sponsorship. Many companies do not have the ability or the back end in place to sponsor. When you post a software or IT job, the number of qualified people who apply is small.

Here is another big thing that happens. The good people out there never look at these job boards. They do not have to. All they need to do is update their LinkedIn profile and say, "Hey, I am looking for a new gig," and they are going to have ten recruiters calling them within a week! That is just the nature of the market. If you are going to Indeed you are not going to get the "best of the best," because they are not even looking at it.

With our service, we are trying to identify who those "best of the best" are and just pitching them your job and saying, "There is this company out in Houston or Dallas or LA that is looking for someone with this skill set and you are it. Here is what is good about them, do you want to talk to them." Therefore, we are bringing your job to them and bringing people that would not look at the job board to your job.

> **"We are guaranteeing you, for less than the price of posting a job, that we are going to bring three top people matched by our algorithms, to you that are willing to hear about your company and want to interview with you. That is a better model and a better alternative than paying that thirty percent recruiting fee." David Moise**

CEOCFO: *When you are evaluating a candidate or someone who might be interested, what do you look at? What is in your algorithm that might not be in a more generalized approach?*
Mr. Moise: That is a good question. For starters, are we actually talking to people with the right skill set? Let us start from there. We are looking for someone with .Net, SQL, C#; do they have that mentioned? Do they have that mentioned in the last job? Do they identify these as the skills that they are using? Are they mentioning this in their current work and in their background in what they are doing? That is step number one. Let us get from a pool of individuals that we have done like that.

Another piece that we have built into our algorithm is something that we have done on the recruiting side for years. We identify people who are problem solvers. We have had a problem-solving assessment that have had over one thousand people take. This is part of the algorithm. Who are these great people, what are their profiles, what made them good problem solvers; we have built that into the machine learning algorithm. We are looking for the key things that the machine learning algorithm is matching on the other individuals. A big piece of this is about having the data to actually do the matching and we have that data.

CEOCFO: *How are you letting people know about Discount IT Recruiting?*
Mr. Moise: We have been doing an email campaign. We just did a press release. We have been putting out some SEO. We have plans for some pay-per-click and more emails campaigns are going out there. We are just trying to get the word out there, trying to use as much as PR as we possibly can. We respond to a lot of requests for interviews There are probably about twenty different quotes in the last year or so and just looking for more of these on the Discount IT Recruiting side.

CEOCFO: *What are you doing with your traditional IT staffing in Houston? How has that been faring under today's Covid world?*
Mr. Moise: It is still something that we offer and will continue doing so. We do not have any plans on changing it. We have plenty of customers and there are still plenty of companies out there that are looking for that full-service recruiting model.

The thing about Discount IT Recruiting and how it is a little different is that when we are handing over a candidate to you, we are not promising you are going to hire them, because you may not make an offer. We are promising you that we are going to get some good qualified people for you to say, "I want to interview them." Another component about our core business with Decide Consulting, for people who are on a contract, that model does not quite fit into the Discount IT Recruiting. That is more of a company that is looking to hire directly. They are looking for someone on a contractual basis. That just does not work as well. It is for people who want to hire full-time.

CEOCFO: *What are people looking for? What type of technology? What do people want today that they might not have wanted three or four years ago? Are there some IT skills that are just fading away? How do you know when the change happens from one type to another?*
Mr. Moise: The change is always happening. However, something we always hear from every client is, "Just find me some good people." They need people who have skills; that they are smart and they can figure out the rest or take what they have done before and be able to apply it here. Every company wants that smart, confident individual who can solve problems and adapt to new technology. That is a constant and always will be.

When it comes to specific trends and what we are seeing, there is an interesting dynamic that we have seen in the market. The skills that companies want are becoming more and more specialized. Here is an example. Not so long ago, if you were looking for a developer who knew ASP, .Net, SQL and JavaScript; you could find twenty people who had that on their resume. Today that same skill set is not enough. Instead of just Java Script, you need and Angular or React or Node. But not just Angular; Angular 4 or Angular 6.

Think of it like this; you are a cafeteria, the menu used to have ten items on it. Now the menu has seventy-five items Before you were looking for a match of eight out of ten, now you are looking for a match of twenty out of seventy-five. The demand for people is there and greater than it ever was before. However, the number of people who qualify for each spot is getting narrower and narrower, just simply because of the explosion of different technology.

CEOCFO: *Does that make it easier for you in some respects or harder?*
Mr. Moise: It is harder for everybody! It is finding people with that narrower skill set. Another good example; they have mentioned that we are going to start seeing a lot more of this; it is progressive web applications. It is a new concept, Java Script based. I am expecting to see a dozen more Java Script library frameworks popping up on the market in the next year or so, so that people can do progressive web applications. That is something that you just really do not see a lot of right now. Before too long, that is going to be a whole new skill segment out there.

CEOCFO: *What about cyber security? There are so many different approaches. What are the challenges in finding knowledgeable people?*
Mr. Moise: It is one of the fastest growing segments of IT and what companies are looking to hire. It starts at the top on a role that you did not really see three or four years ago; the CISO, who is the Chief Information Security Officer. That is a new person in the C-suite. Not every company has it, not every company needs it, but it is coming into more and more places. Not so long ago, when it came to cyber security, you would have that group of infrastructure people inside of your company, which included network engineers and PC support. Inevitably one of them would take on a lot of the security tickets, so they just became the security person. It has evolved since those days.

There are so many different tools and so many different certifications, on how to go about training your company on how to pay attention to cyber security components. There is so much more to it than just the network engineer who used to pick up the security-based tickets. It has even moved over into the development arena. There is a concept out there called oWASP, which is a set of principles on what you need to pay attention to as you are writing your programs, software and APIs. A good example of something in there is "Can you inject SQL into this API call?". These are things that every developer should know something about.

Cybersecurity cannot just be on the infrastructure side. It is also on the Human Resources side. We must train people how to avoid phishing and how to put in good passwords.

CEOCFO: *What about on the remote side? Clearly, that has become so much more important with the COVID shutdowns. Does that stand out somewhere as a separate category when you are looking at applications? Should it be something separate these days?*

Mr. Moise: The number one request that we have had from candidates for the last two years, including pre-COVID, has been, "Can I work remote." More and more people have been saying, "If I cannot work remote, I do not want to be considered for this job." That was before COVID came! Companies were slow to want to agree to that. Many were. The demand from the candidates was less than the supply of jobs willing to allow people to work remotely. That being stated, COVID has really shown us that yes, people can be productive and get stuff done working remotely.

CEOCFO: *There are lots of new ideas to review. Why should pay attention to Decide Consulting and Discount IT Recruiting?*

Mr. Moise: If there are companies out there that know that they need to hire lots of people; and when I say "lots of people;" I mean three or more highly specialized IT people withing the nest year. You can put a job ad out there, filter through finding resumes, hoping someone good applied. You can ask for internal referrals, but the well will dry up. You can bring in a recruiting company that is wanting to charge you twenty to thirty percent of your fees. That needs and alternative. That needs an update and Discount IT Recruiting is a way to put that data out there. We are guaranteeing you, for less than the price of posting a job, that we are going to bring three top people matched by our algorithms, to you that are willing to hear about your company and want to interview with you. That is a better model and a better alternative than paying that thirty percent recruiting fee.

It is not for everybody. We have turned down clients. We have had companies that are looking for a particular skill set and they are wanting to pay $90 K, when the rest of the market is wanting to pay $120 K. They do not really have something that we can sell or pitch to the candidates. We just tell them it is not going to work. However, if you have something good, you have a product that is different, you can give a good value to that person about why they can work here; they can be part of something, they can buy into what you are doing or the technology that you are using; if you give us something to pitch and you are wanting multiple people to come in and talk to you, we are a great alternative that can really help out some companies.