

## CASE STUDY

**ELMHURST** based in Elma, NY outside of Buffalo uses an innovative milking process that produces a delicious, wholesome, non-dairy milk that maximizes the nutrition of whole nuts, releasing a superior creamy texture without industrial stabilizers, emulsifiers or gums. Laguna Source is partnering with Elmhurst with a monthly FLEX Recruiting agreement. Direct Hire placements as well as consulting fees are calculated based on a contingency rate offsetting a monthly retainer fee. Elmhurst gains the flexibility to hire candidates full-time, part-time or on consulting assignments based on their recruiting and staffing needs. Within 6 months, Laguna Source placed 5+ candidates further boosting Elmhurst's R&D, Product Development, Sales (Retail and Food Service), Marketing and Direct-to-Consumer E-Commerce businesses.

**Elmhurst**<sup>™</sup>

Est. 1925



<b>DIRECTOR</b> Good Service Sales	<b>SENIOR VP</b> Sales & Marketing	<b>DIRECTOR</b> eCommerce	<b>PRINCIPAL</b> Food & Nutritional Scientist	<b>DIRECTOR</b> Marketing & Brand Management
Leading sales efforts for food service channels including coffee shops, restaurants, gyms, smoothie shops and universities.	Sales & Marketing lead for Grains, Nuts & Seeds Dairy Alternative Beverage products ad-vancing market growth in key retail accounts.	Overseeing Direct-to-Consumer eCommerce initiatives for all-natural food products. Managing Magento platforms, social media and digital marketing.	Leading Research, Product Development & Stage-Gate Innovation efforts for novel all-natural milked nut and plant-based dairy food alternatives.	Leading digital Marketing and Branding activi-ties for Direct-to-Consumer eCommerce initiatives for all-natural food products.

## CLIENT SERVICES PROVIDED

- **CONTINGENCY RECRUITING** Full-lifecycle recruiting of targeted qualified candidates.
- **RETAINED RECRUITING** Dedicated and exclusive recruiting for the most critical and urgent positions.
- **FLEX RECRUITING** – Combination of Direct Hire Contingency and Contract Recruiting to provide consistent flow of candidates for multiple positions.
- **RESEARCH AND SOURCING SERVICES** Utilization of Pubmed, Semantic Scholar, OrcID, Conference speakers, University Labs and Resuwe Database to pinpoint targeted talent and generate customized candidate profiles.
- **COMPENSATION ANALYSIS & SALARY SURVEYS** Development of customized reports based on comparable positions, levels of experience, geographic locations and industries.