



Putting the Power Behind Professionals

“HUNGARY COULD BENEFIT FROM A SALES ACADEMY,” SAYS DUTCH-BORN HUNGARIAN EXECUTIVE

DR. ILONA JANKOVICH, CEO of specialized recruitment company ProfiPower, is a Hungarian-Dutch born executive who is repeating her success in the field of recruitment in Hungary after selling a similar operation in Amsterdam. ProfiPower recruitment agency, based in Budapest, is a leader in Hungary’s recruitment and executive job search market.

The company has, since its inception, placed hundreds of candidates and is widely renowned for having set the benchmark within the sector.

ProfiPower’s Budapest office has grown to be one of the largest recruitment offices in the country with 40 specialists, each dedicated to the placement of professionals within a specific field.

ProfiPower provides recruiting expertise primarily to the fields of engineering, finance, IT, legal and sales and marketing. The statistics available indicate that, based on turnover, ProfiPower has been ranked second highest out of all recruitment agencies on the Magyar market.

The company has now successfully expanded to the Romanian market where the Bucharest branch is totally operational and experiencing early successes. The plans are to, once again, set the benchmark when it comes to permanent and temporary recruitment services. “With Romania having joined the EU this year, I couldn’t help not feeling just as passionate about starting the business in Bucharest as when I started here in Hungary three years ago.”

HARD TO FIND

Jankovich noted that while employers across Europe always seek top performing professionals, they many times face shortages within the workforce across several different fields. In May of this year the



▲ ILONA JANKOVICH Left The Netherlands years ago and is founder-CEO of the Hungarian recruitment agency ProfiPower in Budapest. This year the company opened an office in Bucharest, Romania.



Netherlands opened its job market to Hungarians. In the Netherlands there is an especially high demand for engineers. To better satisfy the demand ProfiPower has decided to further train professionals with university and advanced degrees separately. As an interesting note Jankovich mentioned that Dutch-speaking staff are in very high demand in Hungary, and that ProfiPower trains 10-30 such students each year. "Europe must open its markets as much as possible to better make use of its common human resources." The most obvious sectors with increasing demand for qualified labour include engineering, sales and marketing, IT and finance. When moving to Hungary four years ago, Jankovich initially intended to start a hotel, but very quickly reconfirmed her passion for the recruitment business.

"Recruitment is my life and I wanted an international name with a message everyone can grasp," she said. This has proven very useful as ProfiPower is now becoming a significant player in the Central and Eastern European region. According to her experiences the Romanian workforce is diligent and dedicated. Jankovich says that the most successful candidates usually possess real skills that they acquired working abroad. "As the borders across Europe start to disappear it has become essential that foreign employers and candidates alike find a common ground and those professionals who have already experienced it first hand have a natural advantage."

EXPERIENCE COUNTS

Jankovich says, "The agency is backed by its international background and international recruitment experience." Ilona's brother Bela, an engineer by trade, also joined the company and now heads the engineering team while another partner, Frido Diepeveen, a former banker, heads the finance team. Hungarians are more mobile than they were in the past and are accepting opportunities abroad but very rarely do they relocate their families. Jankovich says, the international professional experience along with 30-50% higher earnings are the undeniable motivators.

"We do benchmarking for clients as we have an extensive database of about 30,000 professionals from which we glean 'market information'."

Jankovich says that while the Hungarian education system may be better than many of its EU counterparts, it still has shortcomings to overcome when meeting the market's requirements. In the engineering field, more attention should be paid towards R&D positions, especially since many employers are seeking software, electrical and mechanical engineers. "Developers are in great demand, especially in the high-end jobs."

THE VERY BEST

In the fast-moving consumer goods sector multinationals are always on the hunt for the very best key account managers," she says. Recruitment in "Sales and Marketing" is a very specialized business where candidates need a very different set of skills." Hungary could do with a sales academy. "Once you've decided to start your career, a Sales Academy could be the best foundation for the rest of your professional and personal life, as the skills have universal value," says the former lawyer, who practiced her trade for 10 years before deciding that it was not the most attractive life-long career proposition. "In this market, or any market as a mat-

ter of fact, good sales people have excellent career opportunities." To better meet demand she is planning to set up a combined formula that will be the basis of the 'ProfiPower Academy'.

"If there is indeed a lack of certain skills on the labor market then why not offer and be part of the solution," she said, while additionally explaining how EU funding is readily available for such projects. ProfiPower, as a human resource partner, also deals with interim professional placements, which is a newer concept in the region but will soon play a crucial role in Hungary and the CEE job market.

Another factor affecting the Hungarian job market is the increasing unemployment rate within the public sector. The government is laying off a considerable amount of it's workforce, who are used to centrally regulated 'nine-to-five' jobs. Finding the right partner for clients could mean that an agency would be screening five times as many candidates in order to make a match.

Jankovich strongly believes that ProfiPower has answers for these challenges and it is her intention to play a pivotal role in the establishment and stabilization of a professional workforce in Hungary and Romania in order to be able to compete on the increasingly competitive European labor market. ✪



▲ A DEVOTED TEAM: A young and devoted group of experts at ProfiPower recruitment agency working closely together and screening the most ideal candidates for the job.