

Member Spotlight: Meet Tiffany Crenshaw

Tiffany Crenshaw is the Owner/Manager of Intellect Resources and can be reached at 336-790-8718 or tcrenshaw@intellectresources.com

When did you join Intellect Resources?

I founded Intellect Resources in 1999 with a partner and we hit the market in 2000. In 2001 I acquired the company and have been President/CEO ever since.

Which aspects of your job get you revved up?

Even though I don't speak with candidates anymore each and every day, I try to connect with several each week because they truly rev me up. I love talking about their hopes, dreams and fears and guiding them through the job search interview process with our clients. Oddly enough many of my candidates have become clients through the years, and I have the good fortune of working with them in different, but just as rewarding capacities.

In which industries and functions does Intellect Resources specialize?

Healthcare IT. That's all we've ever done. It's our niche and our passion.

What are your primary job responsibilities?

I still love the story of recruiting a candidate who got the job offer and told us he'll get back with an answer in 6 months. Love the candidate, Love the client, but it left us scratching our heads because he had already said nothing would stop him from starting in the next 4 – 6 weeks. In the end, he needed a blessing from his church and the person who could give it was in Tibet or somewhere similar on a trip. That was a new one for me and the HR professionals at the client site. Luckily they too had a sense of humor and we shared a few laughs. But, how frustrating was that, considering it was my first recruit with this client. Fast forward over a decade - they are still a client today, so we all got through it.

What's one of your favorite recruiting/staffing stories?

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Which aspects of your job would you outsource if you could?

I'm not a huge fan of outsourcing as I truly believe you lose some of your company's personality when the outsourced positions are not in the inner circle. With that

said, our HR Manager and Tech support consultant are both outsourced because we don't need full time resources in those roles.

Tell me about your professional life before joining your current company.

I job hopped like no one would ever believe. Frankly, I was a recruiter's nightmare. I would not settle for second best and I wasn't afraid of change. So whenever I landed in a position that made me miserable, I would try something new. After graduating from UNC with a degree in journalism, I worked for a variety of companies in advertising, marketing, and sales prior to finding my passion for recruiting. Someone upstairs had a plan for me because every stop along the journey taught me important lessons and skills that I've been able to implement through my career. In the end, every jump was worthwhile.

Why did you leave that industry for the recruiting/staffing business?

Total boredom. And, I was not willing to settle for anything less than perfect. The tipping point was an interesting run in with a recruiter. To demonstrate just how severe the boredom was and how much of an impression a run in with a recruiter had on me, I left a sales position that was moving to six figure role for a 20,000 recruiting position with paltry commissions. Who in their right mind would have ever done that?

How did your pre-staffing/ recruiting life help prepare you for your current career?

I learned from less-than-perfect bosses who were very successful in their respective crafts. I was able to take what I admired about them, apply it in my business, and also learn from their weaknesses.

Has your NCASP membership benefited you thus far? If so, how?

Being able to interact and share stories and suggestions with other members is invaluable. Until I got involved in the organization, I was working in my own silo with no concept of how we were doing in comparison to others. It helps identify areas that we are doing well and areas that we need some work.

Why did you join the NCASP BOD?

It was an honor to be asked and I'm one that doesn't like to sit back as a spectator. I like to get engaged. Being on the BOD is a chance to get engaged.

