

Business & Money

Filling job holes is all about people

Corporate attorney-turned-entrepreneur has professional hiring company on fast track to national prominence

SPECIAL TO THE CHRONICLE

Talk to the employees and customers of his company or his business associates in the Phoenix community, and they will tell you that Charles Mitchell, president and co-founder of All About People, Inc., a professional hiring organization that provides full service staffing and executive search services, is one of the nicest, most genuine people you would ever meet.

Mitchell's closest friends and family would agree – yet, with a twist.

“He’s as competitive of a person as you’ll ever meet,” says Mitchell’s wife and business partner, Sherri. “You just wouldn’t know it right away if you weren’t paying attention. But trust me, he wants to win in everything.

“He wants to be the best in business and has a vision for our company that I think is amazing. I say all the time he is the smartest person I know.”

Charles chimes in, “I was listening to a program recently and one character made the comment, ‘Don’t mistake my kindness for weakness. I am the most ambitious person you will ever meet.’ I said to myself, ‘Wow. That’s me.’”

Formed five years ago, All About People has quickly grown to become a trusted recruitment and hiring partner of many local, regional and national corporations. GE, Honeywell and PetS-

mart are among the high-profile firms in Mitchell’s clientele.

The company grew from \$0 to \$17 million in annual sales in its first three years and has begun to leverage its initial success into an aggressive expansion plan.

For example, the company also provides a vendor management technology software called Hire-Vision, allowing clients to effectively manage and measure vendor performance while also offering significant cost savings in contract labor.

“With many baby boomers leaving the workforce in the next few years, the war for talent will intensify and threaten the intellectual capacity of many companies,” Mitchell said. “In addition, the need to drive efficiency, increase profitability and squeeze costs will make the supplier space much more competitive.

“We believe that technology, along with a proven process to acquire top market talent, will lower supplier costs to corporations and improve their performance. As the recruitment market continues to drift, we intend to be at the forefront of offering solutions to our clients that take care of their concerns for attracting the best employees while reducing the costs to recruit, hire and retain them.”

A former corporate attorney, Mitchell was inspired to pursue an entrepreneurial venture by his paternal grandmother, who



Charles Mitchell

ran a successful florist shop in North Carolina for more than 40 years.

“She worked seven days a week and put five children through college,” Mitchell said. “I never once heard her complain about being tired or needing a vacation. In fact, I don’t believe she ever took one (vacation). Life was all about her family and her business.

“I remember my grandmother allowing me to make my own flower arrangements when I was about 9 years old and place them up for sale in her shop. I couldn’t believe it when they all sold within a week! I knew then that I would be a business owner some day.” Sherri has also motivated his efforts. Her extensive experience in the staffing industry was the anchor for beginning the business.

“She’s the best salesperson I’ve ever seen,” Mitchell says of Sherri. “Hands down!”

Mitchell’s goals for All About People are lofty, and in 2008 the firm hopes to implement a franchises strategy that will expand operations nationally and grow the organization to a network of 40-50 owner-operated franchisees within the next five years.

“We have developed a reputable brand within the recruit-

ing industry in Arizona and are creating a name for ourselves in a number of other states,” Mitchell said. “We believe our model for delivering quality candidates and services is a recipe for success for other smart, ambitious entrepreneurs motivated to excel in the recruitment business.”

Expansion plans include expanding All About People’s vendor management software solution to operate as an independent entity with national staff and operations.

Charles and Sherri stay busy away from the office, too. Charles serves on two local nonprofit boards, and he and Sherri are active in supporting numerous charities, including serving as founders of Celebrity Fight Night. Charles is a member of YPO (Young Presidents Organization) and is embarking upon the third year of an executive management program at Harvard Business School. Add two daughters (ages 7 and 3) and a 12-week-old infant son and you’ve got a guy who gets very little down time, let alone sleep.

Says Mitchell, “Well, I definitely don’t get bored.”

That would seem hard to imagine!

Contact Info:
For more information on All About People, Inc., visit
www.allaboutpeople.net.