

# iMultiply reports growth



iMultiply Resourcing has reported a 39% jump in turnover during 2016, driven by repeat business and the acceleration of its operations in Glasgow and Edinburgh. The company, which recently named industry veteran Paul Atkinson as Chairman of its Board, said its results for the 12 months ending December 2016 showed revenues of £1.27 million as its business continued to grow.

iMultiply, which shook up the Scottish recruitment market by becoming the first agency to base consultants' bonuses on customer satisfaction, will increase its team to 20 this year, CEO Kirsty Mackenzie said, and is expecting turnover to reach £2 million. Customers include Blackcircles and Hunter Adams.

"During 2016 we invested a third of our profits into marketing, including our new brand and website launch in December," Mackenzie said. "We anticipate that our new hires from 2016 will positively impact our bottom line in the coming year, when we also kick off our IMULTIPLY DOES series of expert seminars and networking events."

Mackenzie said that the company's success in achieving stable and steady growth, at a time when other recruitment organisations report deepening losses, is in part due to its continued drive to focus on customer satisfaction. iMultiply has also announced a new Advisory Panel, aimed at augmenting its Board's knowledge base with insights from senior executives from the high-tech, telecoms, legal and public sectors.

"These are very talented individuals who have been heavily involved in supporting the growth of new and existing businesses," Mackenzie said. "They have a wealth of experience, entrepreneurial

spirit, and a track record of success. Importantly, they've also dealt with recruitment agencies, where they've had varying levels of satisfaction. They understand the gap we need to fill. We've deliberately chosen people who haven't worked in the recruitment sector, however: it's their perspective we need as we continue to look for ways that iMultiply can do things differently, and better."

The new Advisory Panel, which includes George Elliott, Isobel Brown, and Marian Glen, will also be a resource as iMultiply grows its Executive Search arm, assisting with the interview process of senior hires.