

Don't miss your shot at the right employee: Innovative recruiting firm brings solutions to consumer goods and shooting sports markets

Product-centric Normine-Lombard proves their staying power with a customized hiring process that delivers the best and brightest

(Portland, Oregon – October 2022) - In the wake of Covid, the face of the employment and hiring landscape has shifted. From employees to hiring managers, people are searching for new and improved ways to live and work together; and to find the right fit for your company, you almost need a miracle. Normine-Lombard is a product-centric recruitment firm with over a decade of experience in the consumer goods market and they specialize in manifesting those small miracles. This firm not only understands the tangible skills required for the positions in the outdoor industry, but they come with a deep understanding of the competition.

“We are picky about our clients, and we are selective about our work,” said Amanda Normine, Managing Partner. “We are still standing because we innovate and constantly push the status quo.”

The firm begins with understanding what their client's exact hiring needs are, identifying the challenges up front. Next, Normine-Lombard creates a thoroughly researched, customized plan to attract a pool of people who are actively engaged in the work the company is hiring for. Normine-Lombard then develops a rapport with potential candidates through empathy and understanding of their place in life. This enables their clients to transition the right person into the right role with a strong success rate. Normine-Lombard partners with their clients every step of the way, from the beginning of the process to the end, managing expectations on both sides to ensure a smooth transition; no hiring journey is ever quite the same.

“When covid hit, our method became ‘gold’ because passive candidates were all that were left out there,” Normine said. “Post covid, or whatever you want to call modern day, continues to require that type of approach when you are building your team. It feels like our approach to serving our clients was being explicitly honed to suit this future time that is the present.”

About Normine-Lombard

Normine-Lombard was founded upon the personal passion of two executives who spent the last 15 years serving the consumer goods space. Whether working in the capacity of a hiring manager, an HR specialist, or the CEO of a company, the main goal for everyone involved is a drive to be surrounded by the best and brightest. Building a team that can turn an entire category on its head is a daunting task ... but that's where Normine-Lombard comes in for the assist.

For more information, visit: <https://www.normine-lombard.com/>