

**WORKFORCE2030
FEATURED
SPEAKER**

SCOTT HOLSMAN

President
Next Level Performers

In 1994, Scott joined an international staffing company in Columbia, Missouri. In four years, they grew from one million to over ten million in sales and opened additional offices in Mexico, and Jefferson City, Missouri. A top ten franchise, they averaged 1000 people per day working in various industries. Their franchise won Columbia Chamber of Commerce Small Business of the Year, International Franchise Associations Franchisee of the year, and the Blue Chip Enterprise Initiative Award.

With the advent of job boards and ATSs, Scott started asking companies what they needed that they were not getting from the staffing industry. He found that job boards radically changed how companies sourced and recruited candidates. Companies were overwhelmed with the number of job boards and selecting which ones to use. Their postings either generated a tremendous response, most of whom were not qualified, or they did not generate any candidates.

Companies were interested in someone managing the job boards for them. They wanted to move from spending time sourcing candidates to interviewing qualified people.

Since then, Scott has focused on recruitment advertising and reducing the friction in the hiring process with his company Next Level Performers.

Scott is a past president of the Central Missouri Human Resource Association, a Leadership Columbia graduate, and a Club Director for the Rotary Club of Kansas City. He has been on the board of various not-for-profits, including the American Red Cross, Boone Works, and Missouri Employers Council, chaired committees for the United Way and Leadership Columbia Steering Committee, and served in various leadership positions in area chambers of commerce.