

ELIASSEN GROUP, INC.[®]

“When a collection of brilliant minds, hearts and talents come together ... expect a masterpiece” said an anonymous author. An appropriate quotation for the business started by Mona Eliassen in 1989.

Since graduating from Boston University, Ms. Eliassen found her talents were identifying the best information technology consultants and bringing them opportunities to enhance their skills. By doing this well, she helped many companies move critical projects to completion. She envisioned connecting companies and IT consultants and servicing those relationships for long-term success for all parties, including the staff providing that service.

As Ms. Eliassen approached her 30th birthday, she resigned from an established consulting group to take the risk of starting a firm with this vision. Within a year, with the combination of \$20,000 in savings and \$50,000 in borrowed money, she created Eliassen Group, Inc.[®] She reached out to businesses in search of high tech resources and the most qualified professionals available to get the job done.

The start was simple: a spare room in her home, a box of stationery, a new phone and a leased copier. Mona’s sister, Lisa, joined her. They chose Leonardo da

Eliassen Group enjoys great feedback from their fun marketing campaign to attract companies and consultants.



Mona Eliassen, founder & CEO.

Vinci’s *Mona Lisa* as their corporate symbol and later, their logo. They strived to be “the masters in the art of technology.” It made sense to illustrate the importance of this with a true masterpiece.

Today, the award-winning Eliassen Group is headquartered in Wakefield, Massachusetts with offices in Cambridge, Massachusetts and Raleigh, North Carolina. The company has served more than 650 client companies, with specialized services including: contract services,

direct-hire, select services and partnership projects to deliver seamless IT solutions.

Eliassen Group commits to providing the best service possible to all its customers, both clients and consultants.

For clients, they provide just-in-time staffing to meet business objectives, by offering expert consultants. The service provided includes learning the client’s needs beyond the technical requirements.

Responsiveness is critical in Eliassen’s business. Eliassen responded when clients asked for a permanent staffing solution. Eliassen Group launched the Direct-Hire division to assist clients in this area. Similarly, Eliassen Select Services was created to serve large employers needing temporary staff in a cost-effective manner.

For consultants, Eliassen Group provides technical recruiters who act as career counselors. They strive to understand the needs and desired challenges of each consultant. Each recruiter specializes in a different technology and strives to operate with direct, honest feedback and high integrity. Eliassen’s recruiting staff is built with committed career recruiters. Average recruiter tenure at Eliassen is more than five years.

In an industry that can experience high turnover, Ms. Eliassen has retained the quality staff that helped build the \$70-million company. The loyalty is mutual. In the past two years, *Boston Magazine* included Eliassen Group in their “The Best Places to Work” survey. Workplace culture is important to the leadership at Eliassen Group.

Eliassen Group offers great benefits to its staff, including quality health and dental care. Also offered, weekly massages, health club membership reimbursement, three weeks vacation the first three years of employment, and more.

Employees enjoy an open work environment that allows them to perform their job more efficiently, including regular “town meetings” to communicate plans for the company. The culture encourages leadership and communication.

An important honor to Ms. Eliassen was her selection as *Incentive* magazine’s





Eliassen Group's corporate headquarters in Wakefield, Massachusetts. Eliassen also has offices in Cambridge, MA and Raleigh, NC.

“Motivator of the Year” First Runner-Up. Ms. Eliassen shares the success of her company with her team.

An early reward by Ms. Eliassen was a trip to Paris to the Louvre to see the original *Mona Lisa*. In May 2000, Ms. Eliassen hosted her entire staff with a getaway cruise. Almost 100 people, and their guests, vacationed for three nights, visiting the Bahamas together.

Annual incentive opportunities continue to include get-away opportunities to

tropical locations, like Aruba. An “Awards Banquet” is held annually to acknowledge hard work.

Eliassen Group also recognizes the importance of the support staff as members of the team.

Once a month, employees nominate eligible staff for going above-and-beyond the call of their position to assist the account executives and recruiters. Two names are drawn at random from the nominations for the “Masterpiece Award.” The first place winner receives \$500 and a premium parking space for the following month.

At the end of the year, one name is drawn from all the names nominated throughout the year for “Masterpiece of the Year” and a vacation valued at \$2,500.

Ms. Eliassen is committed to community outreach and her employees created the Philanthropy Committee with her encouragement. Employees voluntarily deposit money from their paychecks to an account. Then the Philanthropy Committee reviews requests by staff members to support community outreach that is important to them and offers their financial support from this account. The support has more impact. An additional philanthropic effort is a paid day off for each employee to participate in a community service endeavor of their choosing, called Devote-A-Day.

Ms. Eliassen is considered a true pioneer as a woman entrepreneur. In 1998, she was included in the *Boston Business Journal's* “Top 40 Under 40” and chosen as a finalist for Ernst & Young’s “Entrepreneur of the Year.” She has since been inducted into the Women’s Business “Hall of Fame.” *Working Woman* magazine annually ranked Eliassen Group as one of the “Top 500 Women-Owned Businesses in America” since 1995. In 2001, *Boston Business Journal* listed the company first as the “Area’s Largest Recruitment Firms.”

Certified as a woman-owned business in Massachusetts since 1993, Mona Eliassen was ranked number eight of the “Top 100 Woman-Led Businesses in Massachusetts,” based upon research compiled by The Center for Women’s Leadership at Babson College and The Commonwealth Institute in 2002.

Eliassen Group has an infrastructure that allows them to deliver the best IT consultants to opportunities that enable them to grow. Clients receive talented individuals to effectively complete their goals. Eliassen staff holds the tools to provide the services in the best possible way.

Mona Eliassen has the enthusiasm and the vision to continue to build on her successes.