

Business Connection

Strengthening the local economy and serving members for 70 years



925.846.5858

www.pleasanton.org

March 2018

Business Spotlight

Platinum: Talent, Opportunity, Solutions

Platinum Staffing Solutions takes pride in providing superior service from local industry experts to support clients' temporary staffing and direct hire needs. They specialize in servicing small to mid-size businesses across a variety of industries for vacation coverages, medical leaves, special projects, and open positions. Their areas of expertise include: accounting, administrative, customer service/call center, HR and finance positions.

They take pride in being a small, local, woman-owned business with strong ties to the Pleasanton community. Their founders, Marina Omar and Rachel Conner, gained specialized recruiting experience from one of the staffing industry's largest companies and established themselves as top industry leaders, earning several accolades and awards. As leaders that helped their



teams staff thousands of positions, the founders felt that there was a strong need for a more personalized approach to staffing. Their passion lies in establishing a strong understanding of candidates' skills and clients' needs to make the best quality matches.

"Nothing feels better than having close relationships with our clients and really knowing their business, so that when they have a need, we are their first and only call," said Rachel. "There's nothing more rewarding than helping a struggling candidate looking to provide for themselves and their families find the job that's really right for them."

Marina and the sales team go out daily to meet with clients, and

recalled this success story. "When our client found himself with an unexpected need, he spoke with several staffing agencies and felt a lack of understanding of his open role and company culture. Taking the time to speak with so many companies and receiving resumes that were off the mark was frustrating and time consuming." After being referred to Marina and Rachel by an industry partner, they immediately scheduled an appointment to visit him in his office and take some time to watch the work that needed to get done. They were able to identify that culture was just as important in the right candidate as the skills required. They took the time to personally meet with several candidates and were able to identify someone who recently moved to the area and was looking for the small company culture their client could provide.



Founders Marina Omar and Rachel Conner take pride in being a small, local, woman-owned business with strong ties to the Pleasanton community.

They look forward to continue establishing new relationships and being able to provide their staffing solutions to other businesses in our shared community. Call

925-400-9115 or email marina@platinumstaffs.com or rachel@platinumstaffs.com today to get a personalized approach to your next staffing need.