



TECH STAR



Tracy Cashman: Matching Technology Professionals with the Best Opportunities

[By Akbar Ali]

Tracy Cashman is a partner at Winter, Wyman Information Technology Division, a technology staffing firm which serves New England and the New York City Metropolitan area. Cashman has helped Winter, Wyman establish itself as the region's leader in recruiting technology professionals to a variety of positions and industries, including information and software technology, information design and delivery, and technology sales and marketing. Cashman's relationship with the technology industry centers around her expert ability to match the right individual with the right opportunity and company, attracting the industry's best candidates and helping her cement her reputation as an accomplished staffing professional.

Given the nature of professional recruiting, Cashman's entry into the industry was decidedly unconventional.

"To be honest, I sort of fell into my line of work. I graduated from Connecticut College as an English major and was certified to teach high school English, but had decided to pursue other fields. I saw an ad in the paper for my current company and applied, and though they had never really hired someone right out of college before (let alone someone with no formal sales or business background!), they decided to take a chance on me. Even though I didn't have any relevant experience, I think I did have a natural affinity for this business, with the right type of interpersonal, organizational, and instinctive sales skills."

Indeed, Cashman found that that she already possessed a great deal of the qualities needed to succeed in the field, and she has been with Winter, Wyman ever since. Her longevity with the company has translated into many professional successes along the way, not the least of which has been her ability to help transform the technology industry by recruiting the most qualified professionals precisely at the time of the industry boom in the mid to late 90s.

"I have been fortunate enough to be at Winter, Wyman since graduating from

college in 1992. I have been recruiting for

Q. What do you do for fun?

A. I'm a huge Boston sports fan, so if I can get tickets, I'll go to the Red Sox, Patriots, Celtics, etc., or else I'll watch on TV. I also play twice a week in a floor hockey league and play golf in the summer.

Q. What CD is in your CD player right now?

A. Vince Guaraldi's *Charlie Brown* soundtrack.

Q. What is the last magazine you read?

A. *The Improper Bostonian*.

Q. What is your favorite TV show?

A. *Lost* or *24*.

Q. Who is your role model?

A. I can't think of one person, but hope to emulate the best qualities of my friends, family, and colleagues.

Q. What makes you laugh?

A. My dog Maddie — she has quite the personality!

information technology positions for 15 years and...have also run the Boston office of the WW IT Group."

One thing Cashman is careful to point out is that her major achievements have hinged on one specific skill: her ability to create and maintain relationships across industries, an ability which gives her insight into what needs she can help fulfill and which companies offer the best working environments for tech professionals.

"It would be hard to single out my most notable placement, but I am proud of all of the relationships I have built over the years and the number of clients and technology professionals who give me repeat business and refer other people to me.

"I would say that living through a few cycles of the market has been very educational, given that I started at the end of the early 90s recession and lived through both the dot com boom and bust. Because this business hasn't always been easy for me, it has made me learn how to do it the right way and kept me humble!

"This is a business where you can truly influence the course of someone's life and career, or the course of a company's development, and you need to keep that in mind in all your interactions. One thing I am



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reminded of again and again is that how you treat people matters, and it usually comes back to you in spades!”

Given that she has worked with the same employer since joining the workforce, Cashman has been molded almost exclusively by her colleagues and clients at Winter, Wyman.

“Winter, Wyman is full of people with tremendous experience in this business and incredible values and ethics, so I have learned from the best. It’s been great to work in a place where such a high premium is placed on the way you treat people and do business.”

For others looking to get into the business of technology recruiting, Cashman advises keeping an open mind about what is possible in the professional world when purpose matches ambition and drive.

“Technology recruiting isn’t something you necessarily go to college for, but that doesn’t mean it isn’t a lucrative and fulfilling career for the right person. The interesting thing about this business is that there isn’t necessarily a blueprint for the type of person that will succeed.

“My company has hired people right out of school like myself, but also people from technology fields as well as unrelated industries such as banking, sales, HR, retail,

education, etc. It’s often more about your personal attributes and drive than it is about your actual experience. We provide a great training program, so we often look for people who have the right interpersonal skills and that ‘fire in the belly’ who want to build a career.

“This is a great option for someone like that because you get to work with a mix of people, you get to learn a lot about a variety of businesses and industries, and you can potentially make extremely good money. It also allows you to be somewhat of an entrepreneur, basically running your own business.”

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