

# Precision Placements Time After Time

*Finance and IT Staffing Firm entero*

**I**t was 2:30 pm on a Friday afternoon, and workers everywhere were gearing up for the weekend. Roy Larson and Tom Franz of entero, a Minneapolis-based finance and IT staffing firm, were no exception.

Then one email changed everything. A longtime client – a Fortune 100 company – needed seven highly experienced JD Edwards Business Analyst contractors with rare skills. And it needed them *fast*. So Larson and Franz quickly shifted gears. Instead of enjoying some relaxing downtime, they worked straight through the weekend, sourcing, screening and interviewing candidates. Their hard work and sacrifice paid off.

“On Monday at 6 p.m., we submitted 14 qualified candidates,” says Larson, entero’s managing partner. “Our client was blown away with our responsiveness and with the quality of the candidates. Though we were competing against three large, nationwide staffing firms, we filled all seven of the roles.”

## **‘Delivering Value With Values’**

Named one of the Twin Cities’ fastest-growing companies for both 2015 and 2016, entero has a well-earned reputation for its ability to consistently deliver the right people its clients need for critical projects and interim roles.

“Our clients trust and respect us for our unwavering commitment to honesty and integrity, our values-driven approach to business, and our successful track record of precision placements,” says Larson, who started the company in 2006 after six years with a large global staffing firm.



*From left: Tom Franz, Amanda Murphy and Roy Larson*

“entero is proud to be an A+ rated BBB business built on the guiding principle of ‘delivering value with values’ to our clients. We are a unified and talented group of values-driven professionals who are committed to successfully deliver for our clients. We are all about our clients’ success.”

Larson says the past 10 or so years have been a time of tremendous change in the staffing industry. For one, many finance and IT professionals are turning to freelance work to take advantage of the flexibility, variety and compensation that arrangement offers. For another, talent

acquisition has moved away from job boards to social media platforms. He credits entero’s success in large part to its ability to understand and adapt to these changes.

## **What’s in a Name?**

According to Larson, entero is a Spanish word that means “entire, whole, upright, resolute and strong – a perfect description of the company I wanted to build.” entero, a 2015 Best Places to Work winner, was named one of the Twin Cities’ fastest-growing companies for both 2015 and 2016.

Though Larson acknowledges his “entrepreneurial journey” has been challenging at times, he wouldn’t have it any other way, and he is optimistic about the future. “Over the next five to 10 years, as much as 50 percent of the nation’s professional workforce will be freelance contractors,” he says. “This is a tremendous opportunity for us to grow and thrive.”



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