



Vincent's Story

I do not believe that most recruiters care about their candidates. To most recruiters their candidates are just ink on paper and a means to an end (money) for the recruiter. When a recruiter doesn't take your calls, call you back, or tells you that "...*you are not right for the job*" every time you contact him chances are strong that recruiter doesn't care about you.

I met a Director of Innovation & Product Development (and a great inventor) named **Vincent Jay**...his friends call him VJ. VJ had a lot of products in the marketplace - products that you have seen on TV as well as in the stores - and he was a great leader/manager. I knew right away I would be proud to submit VJ to my best clients.

A few weeks went by before I remembered to connect with VJ via LinkedIn (and I hope dear reader you and I are [connected](#)). When I reviewed his profile I noted his profile picture showed VJ dressed like a football coach. I was taken by surprise by the image of VJ looking like my high-school gym teacher as I knew him to be one of the world's most creative and innovative designers in the industry. I asked VJ about his profile picture and he shared with me the story of how he took at-risk children in the inner-city and gave them love/discipline/purpose/direction by coaching them in football. He shared that after years of never winning a single game that one year they won them all and to this day, that is what is most proud of in his life. Vincent's life goal would be to work for **Under Armour** in their innovation labs and he had scores of great ideas to share with Under Armour.

I believed strongly in VJ and I told him that "*I guarantee that I will get you [Vincent] an interview with Under Armour where they will fly you in, wine and dine you and put you in front of the President*". VJ was surprised by this statement and asked me if I worked with Under Armour. I did not. I mean - I work in the toy industry. VJ said I shouldn't make a guarantee like that if I don't work with Under Armour as it could really disappoint a person if it doesn't come to fruition. Point noted VJ...point noted. I rephrased my verbiage to say that I would do everything in my power to make VJ's dream of working for Under Armour come true. My expertise is getting my best candidates the best interviews so I went to work.

There were many obstacles in this process. Under Armour doesn't work with outside recruiting agencies (which I found out with one phone call) and Under Armour wasn't looking for anyone in their Innovation department. I wasn't daunted.

I decided to start at the top and write a letter about VJ to the President of Under Armour. Was that an old fashioned idea? Maybe. Here is the letter I sent the President.



VJ is a once-in-a-lifetime employee

Dear Kevin:

The only thing you can do to improve Under Armour's competitive position is to hire the best talent. In the course of my work, I have recruited the most incredible talent I have come to know. His name is Vincent Jay or "VJ" to his friends. VJ is a **PRODUCT INNOVATION GURU** and VJ wants to work for UA. VJ believes UA delivers the best products to today's athletes and he wants to be part of the team that brings radical innovation to UA. What does VJ bring to UA? VJ brings an understanding of sports as **VJ played college football and coached football** at the semi-pro level. VJ brings an unbridled passion for athletes and a unique and innate creativity most people can't match. VJ is a premier **VP of New Product Development** - the "**Guru of all things new and cool!**" and he would like to bring his ability to develop new and cool to UA. In his stellar career, VJ:

- Owns more than 20 patents
- Designed NEW FOOTBALL training and safety equipment including a revolutionary new mouth guard.
- Patented a new face shield - shown below.
- Currently has product on TV - a testament to his unique abilities.
- Has won numerous design awards.
- Invented one of the "Top Ten Gifts to Give" as per NBC's The Today Show.

Also ideal
for ski
goggles!



The NFL requires a player's eyes to be visible. VJ has patented a process where one can tint the upper and/or lower edges of the shield. This is legal and since patented, no one else can do this process.

VJ is a Maryland-boy living and working in the Midwest who wants to bring his extensive experience in design and new product development to UA. Clearly - you won't find another athlete who has the length and depth of Product Development experience that VJ does...when can I set up a time for you to meet him in person?

Regards,

David E. Fitzgibbons, CPC
President

CONTINUE READING>

Is that the greatest letter you have ever read? Not at all. However it was my hope that the President could feel the passion in the letter and want to learn more about VJ.

A few weeks went by when I received contact from Kevin Plank's office. Who is Kevin Plank? He just happens to be the President of Under Armour and obviously a man who reads his mail. Kevin was impressed enough with my letter he wanted to fast-track a meeting with VJ. Seriously?

The process was complicated and even required a one-time recruiting contract be drafted solely for the purpose of an interview and the potential hiring of VJ. Before long the details were hammered out and VJ was put on a plane heading east to Maryland. VJ had all day meetings and meals planned as well as facility tours (Under Armour has their own gym (duh) as well as a craft food cafeteria and pier-front dining). VJ was overwhelmed by the day and still shocked he got the interview...check that, he was still shocked that I got him the interview.

I made a promise to VJ that I would do whatever it took to make his dream a reality. Would I get paid if I got VJ hired...absolutely; recruiting is how I make my living but this wasn't about getting paid. This was about the personal connection that VJ and I made. After I heard VJ's story I wanted to use my talents to allow him to use his talents. I wanted this more for VJ than I'll bet he wanted it. VJ's dream became my dream.

So...did VJ get the job? Nope...he blew the interviews...and he admitted as much. VJ shared he was overly-excited in the interviews and he hated the way he came off. It was the Super Bowl and his nerves got the better of him and Under Armour decided to "*...pass on him at this time*".

Was I upset with VJ? Absolutely not. He did his best...just like I did mine.

I do not believe most recruiters do their best for their candidates but I sleep fine knowing that I do. We'll get 'em next time Vincent.

Dave Fitzgibbons, CPC
ToyRecruiter

