



UNLOCKING THE RIGHT RECRUITMENT STRATEGY

How to Navigate Talent Acquisition Models, Maximize Long-Term Value, and Avoid Common Hiring Traps

4 MODELS TALENT ACQUISITION



IN-HOUSE

Best for: High-volume, repeatable roles aligned with core business functions (e.g., engineers at a SaaS company).

Strengths: Embedded in systems, culture & workflows. Aligned with company-specific needs.

RETAINED

Best for: Executive and board-level roles where stakes are high.

Strengths: Rigorous, consultative search process (e.g., intake calls, stakeholder interviews). Deep candidate vetting and presentation.

STAFFING FIRMS

Best for: Fast hiring of temporary, high-turnover, or lower-skill roles.

Strengths:
Large candidate databases.
Quick response times.

SPECIALIZED HEADHUNTING

Best for: Strategic, high-skill roles outside the company's core focus (e.g., finance roles in a non-financial company).

Strengths: Focused by discipline and geography. Maintains long-term candidate relationships. Fast, informed outreach with deep market insight.



WHY HIRING IS HARDER THAN EVER

Hiring has never been more complex—or more critical. Job boards are noisy. Inboxes are full. Technology has flooded the market with tools, but not always with clarity. The challenge is no longer access to candidates—it's alignment with the right ones.

More than ever, companies need a clear strategy for how they approach recruitment—because the wrong method for the wrong role is expensive, inefficient, and unsustainable. When recruiting is treated as a reactive task instead of a proactive strategy, organizations not only risk poor hires—they waste time, damage their brand, and miss out on top talent.



PACIFIC
EXECUTIVE SEARCH

WHAT REALLY DRIVES RESULTS

REACTIVE

The most common—the most misunderstood. It relies on inbound interest:

- ✓ Post a job
- ✓ Wait for applicants
- ✓ Sift through resumes

This works for high-volume or lower-skill roles. But it severely limits access to high-performing professionals who aren't actively looking. And it gives your competitors the first shot at the best people.

VS.

TARGETED RECRUITING

It begins with a clear definition of the ideal candidate—experience, skills, geography, motivation.

- ✓ Uses data and outreach to find & engage passive talent.
- ✓ Slower upfront, but delivers faster stronger results.
- ✓ Requires expert sourcing & Conversation skills.
- ✓ Targeted recruiting engages the candidate where they would otherwise not apply.

THE STRATEGIC ADVANTAGE OF

Candidate re-engagement. Where tactical recruiting becomes strategic advantage. It's the practice of maintaining relationships with qualified professionals—so that when the timing is right, the next search is already half-finished. **But here is the key:** re-engagement only works when your recruiting is focused.

THIS IS WHY SPECIALIZATION MATTERS

At Pacific Executive Search, we've built our "river" of relationships by staying in one lane—Accounting and Finance in select geographies. We know the talent. We know who's looking (and who's not). We know when to reach out—and when to wait.



Reduces cost-per-hire



Speeds up time-to-fill



Improves candidate alignment



Increases offer acceptance & retention

CHOOSING THE RIGHT MODELS FOR THE RIGHT ROLE

1

Is this role core to the business?

3

Will we hire it regularly?

2

Can we leverage existing relationships?

4

Do we have internal expertise in this function?

If the answer is no—or if it's a high-skill, high-impact role outside your TA team's lane—targeted recruiting through a specialized headhunter may be the best path forward.

THE HIDDEN COST OF IN-HOUSE RECRUITMENT

In-house recruiting isn't free. It feels fixed—but the true cost is often hidden. Additionally, many in-house teams lose out on the **compounding value** of prior searches. When there's no focus, there's no memory. And when every search starts from scratch, recruiting becomes more expensive in the long run. In volatile markets, converting fixed costs to variable ones—like contingent search fees—gives you flexibility and ROI without the risk.

Full-time salaries and benefits, regardless of hiring pace

Software and systems licenses that go underused

Lower candidate engagement due to limited tools or outreach capacity

Inconsistent pipelines when teams recruit outside their specialization



HEADHUNTERS DON'T WAIT, WE HUNT. SPECIALIZED RECRUITERS START AHEAD.

We build curated lists from associations, certifications, peer networks, and proprietary databases.

We reach out directly—via phone, email, and social—not just InMail.

We talk to candidates multiple times before they ever meet our client.

We uncover real motivation, deal-breakers, and other offers.

We position your opportunity in the context of their long-term career—not just a job switch.

WHY SPECIALIZATION CHANGES EVERYTHING

PERSPECTIVE

We see more of the market—and more of the patterns. We understand what works, what's trending, and what to watch for a successful placement.

EXPERTISE

We know how to run a search the right way—from intake to close. Our recruiters have spent years building their craft, not just screening resumes.

SPECIALIZATION

We stay in one lane—so our network grows, data sharpens, speed increases, and insight compounds. Every search builds momentum.

THE PACIFIC EXECUTIVE SEARCH MODEL

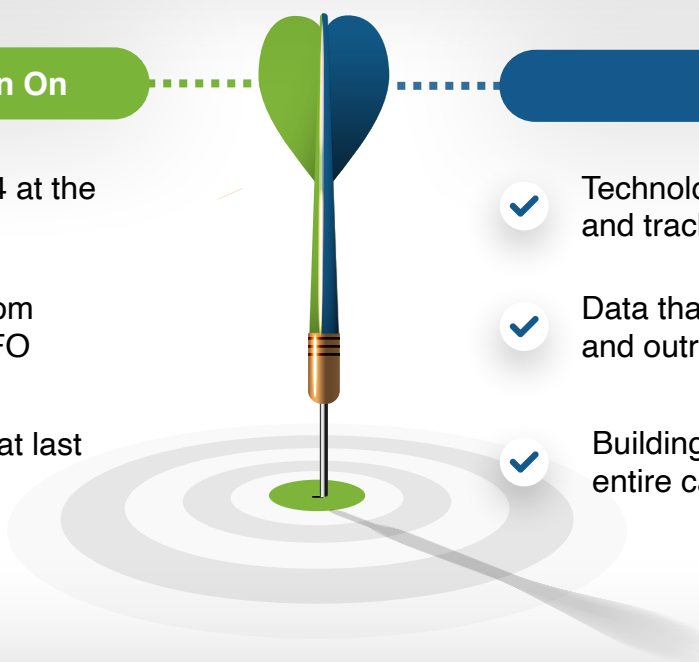
We operate on a **contingent model**—so you only pay when we deliver.

We Built Our Reputation On

- ✓ Recruiting from the Big 4 at the two-year mark
- ✓ Placing professionals from Senior Accountant to CFO
- ✓ Building relationships that last entire careers

We Invest in

- ✓ Technology that helps us find and track top talent
- ✓ Data that gives us market insight and outreach precision
- ✓ Building relationships that last entire careers



A BETTER WAY TO BUILD TEAMS

When recruiting works, it's invisible. When it doesn't, it's expensive.

The smartest companies aren't choosing **one** model. They are aligning **the right model** to **the right roles**—and partnering when it matters most.

If your TA team is focused, resourced, and specialized in a given function, they should own it. If not, bring in a partner who is positioned for your success.

AT PACIFIC EXECUTIVE SEARCH...

we've built our business helping companies find and hire the finance and accounting professionals they need—but can't find on their own.

Let's talk about how we can help you do the same.

THE AI ILLUSION

THE REACTIVE RECRUITING TRAP

Artificial Intelligence (AI) has reshaped the recruiting process, promising speed and efficiency. But as more companies lean on AI to manage the early stages of hiring, they unintentionally default to reactive recruiting — prioritizing volume over alignment.

This shift limits access to high-value, non-active talent — the candidates who drive real impact but aren't actively applying.

AI automates screening and scheduling — good for scale, not selectivity

Reactive workflows miss the most qualified non-active candidates

Algorithms may reinforce bias, hurting DEI goals

Top candidates need to be identified and engaged, not filtered

Pacific Executive Search combines powerful technology with targeted outreach and relationship-driven engagement — a hybrid that works.



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