



## **EXECUTIVE PROFILE**

### **Pamela Kauten, Founder and President, PEAK Connections/Florida CareerLINK**



*Florida CareerLINK has been connecting Tampa Bay area employers and job seekers for over eight years. President and founder Pam Kauten spoke with us about her passion for this community and her commitment to attracting and keeping the very best talent in Tampa Bay. Pam is a board member of the Tampa Bay Technology Forum.*

**Q.** *Tell us about your company.*

**A.** Florida CareerLINK partners with progressive, forward-thinking companies and organizations who view talent recruitment as a key to their continued success. Our mission is to provide the very best possible Internet recruitment solutions along with innovative technology and ideas to our client companies, and offer these solutions in a cost-effective and results-driven manner. Our goal is to make Florida CareerLINK the top employment career site in the state of Florida by 2008.

**Q.** *In what local industries are you seeing major growth right now?*

**A.** Healthcare jobs of all kinds, but especially nurses and other skilled technicians. We're also seeing a critical need for IT workers again. Salespeople, particularly in the technology industry, are in huge demand. It's a good time to be an experienced salesperson looking for a new opportunity. But generally speaking, there are plenty of jobs available right now – it's a great season for job seekers and a very competitive one for companies looking for the best people.

**Q.** *You are very committed to attracting and keeping the best talent in Tampa Bay, but not just for professional reasons. You have two sons who are graduating college and beginning their careers.*

**A.** There is a nationwide - make that international in some industries - war for talent going on right now. Baby boomers are beginning to retire or will retire soon, and there simply aren't as many younger generation workers to take their place. However, it's not just the quantity of available workers that matters, it's the quality. High skill, high wage tech and healthcare jobs, creative professionals, and skilled tradespeople are and will continue to be in demand. Every market is trying to woo younger people who have so many more choices these days in terms of where they wish to live. For me, it's personal – I want my sons to stay in Tampa Bay and find work that challenges and interests them here.

**Q.** *What other initiatives are important to you these days?*

**A.** We're very passionate about diversity, and so are many of our employers. We've launched a Spanish-language section of our web site, Hispanic Voice, which connects Spanish-speaking job seekers with opportunities here. Florida CareerLINK has partnered with the Hispanic Chamber to further strengthen those connections. Additionally, our site features a large resource section dedicated to Diversity issues for employers and job seekers to reference. If you talk to job-seekers from other ethnic and racial backgrounds – particularly the younger ones – they still feel as though they can't crack the leadership channels and build great careers here. And that's something that should concern all of us.

**Q.** *As a TBTF board member, you're very involved in the organization's programs and events. Which are the most rewarding for you personally?*

**A.** FloridaCareerLINK supports the annual Summer Tech Jam, which benefits the Computer-rific Program. I think the importance of this initiative, which helps underserved youth in our community gain access to the skills they need to participate in a high tech job market, cannot be overstated. It's important for us as local employers to make sure that all citizens here have a chance to find rewarding careers, regardless of their social and economic circumstances. After all, these kids will grow up and be a part of our workforce in a few years. Secondly, I love TBTF's Executive Women's Network and am a regular participant. It's very gratifying to discover how many extremely talented women are running companies and divisions here. The mentoring and relationships one finds at those meetings alone pay back the price of TBTF membership tenfold.