Cover Story

# Perry-Martel International

A Family Story of Innovation and Excellence

> Innovation isn't just about technology; it's about rethinking how we approach every challenge and opportunity in executive recruitment."
>
> - David Perry

Behind every successful executive search firm is a story of vision, determination, and a touch of family magic. Perry-Martel International, founded by David Perry and Anita Martel, is no exception. What began as a bold idea at their kitchen table in 1988 has evolved into a powerhouse in the recruitment industry, renowned for its innovative Inside-Out Approach™.

At the heart of this success is a unique family dynamic. David, the strategic innovator, and Anita, the steadfast co-founder, have built more than a business—they've created a legacy. Joining them is their son, Corey Martel-Perry, whose fresh insights and modern strategies are steering the company towards new heights.

**David Perry, Perry-Martel International, and the Journey to Excellence**

David Perry, the Co-founder and Managing Partner of Perry-Martel International, is a pioneering force in the executive search industry. His journey began in 1985 when he first entered the field and quickly identified a significant gap in the market. This realization led to the founding of Perry-Martel International in 1988, alongside his wife and business partner, Anita Martel. Adding to this, David mentions, *"Together, they aimed to revolutionise the executive search process, making it more efficient and precisely aligned with clients' needs."*

David's strategic mindset and innovative thinking were instrumental in developing the Inside-Out Approach™, a methodology that focuses on finding the best talent in the industry, not just those actively seeking new opportunities. This groundbreaking approach has set new standards in executive search and has been featured in best-selling books like "Hiring Greatness" and "Executive Recruiting for Dummies." David's leadership and vision continue to drive the company's success, ensuring that Perry-Martel International remains a leader in the field.

**Anita Martel: The Backbone**

Anita Martel, Co-founder and Senior Partner of Perry-Martel International, has been the strategic backbone of the company since its inception. With a keen eye for business operations and an unwavering dedication to excellence, Anita has played an instrumental role in shaping the firm's direction and ensuring its sustained growth. Her contributions extend beyond the typical duties of a co-founder; she has been a driving force behind the development and implementation of the Inside-Out Approach™, a methodology that has redefined executive recruitment standards.

Anita's ability to balance professional and personal commitments has been pivotal in building the company's culture. Her strategic insights and leadership have not only propelled Perry-Martel International to new heights but also fostered a work environment that values innovation, integrity, and family. She adds, *"As a mother and business leader, I understand that there is a need to seamlessly integrate family values into corporate success. This ensures that the company's growth is both sustainable and rooted in a strong ethical foundation."*

**Corey Martel-Perry: The Next Generation of Leadership**

Corey Martel-Perry, the Director of Operations at Perry-Martel International, represents the next generation of leadership within the family-run firm. Bringing a fresh perspective and a knack for integrating modern technologies, Corey has been instrumental in streamlining the company's processes and enhancing overall efficiency. His strategic vision has helped Perry-Martel stay ahead of industry trends, ensuring that the company remains at the cutting edge of executive search.

Corey's innovative approach is not just about leveraging new tools but also about fostering a culture of continuous improvement and excellence. He mentions, *"By implementing advanced technologies and modern methodologies, we have positioned Perry-Martel International to better serve its clients, ensuring that the firm not only meets but exceeds industry standards."* His contributions highlight the dynamic blend of tradition and innovation that characterizes the firm's ongoing success.

**Perry-Martel International's Unique Approach**

The cornerstone of Perry-Martel International's success is its unique Inside-Out Approach™. Unlike traditional recruitment methods that focus on candidates actively seeking new positions, the Inside-Out Approach™ targets the best talent in the industry, whether or not they are currently looking for a job. This methodology involves deeply understanding the client's needs, culture, and strategic goals to find leaders who not only fit the job description but can also drive the company forward.

This approach has proven to be a game-changer for Perry-Martel's clients, offering a more efficient and effective recruitment process that yields high-quality candidates aligned with organizational objectives. By focusing on the core needs of their clients and engaging top-tier talent, Perry-Martel International has turned executive search into a competitive advantage generator for their clients. The success stories and client testimonials speak volumes about the efficacy and impact of this innovative approach.

**Adapting to Industry 4.0: Future Vision and Objectives**

As the world embraces the Fourth Industrial Revolution, or Industry 4.0, Perry-Martel International is strategically positioned to stay ahead of these global changes. Recognizing that the future of executive recruitment lies in a digitally connected world, the company is focused on leveraging technology to drive innovation and growth.

Our success stems from our family values. Integrity, trust, and a relentless pursuit of excellence are at the heart of everything we do.

- David Perry

David and Anita, along with Corey, understand that the differentiator for winning organizations in the 4.0 era will be their ability to exploit new knowledge and spot emerging opportunities before their competitors.

Perry-Martel's long-term objectives include continuous adaptation to technological advancements and fostering a culture of constant innovation. By integrating cutting-edge technologies and building a trust-based organizational culture, they aim to attract and recruit leaders who can navigate the complexities of the 4.0 world. This forward-thinking approach ensures that Perry-Martel International remains a leader in the executive search industry, consistently delivering top-tier talent that propels its clients toward success.

**Recognition and Accolades**

The success of Perry-Martel International is underscored by numerous awards and recognitions that both the firm and its founders have garnered over the years. David Perry has received accolades such as the Queen Elizabeth II Diamond Jubilee Medal and the Top Forty Under 40 Award from the Ottawa Business Journal. The firm itself has been recognized as the Top Emerging Executive Search Firm by Manage HR Magazine and the Construction Recruitment Agency of the Year by Prestige Awards.

These recognitions are not just badges of honor; they are a testament to the firm's unwavering commitment to excellence and innovation. The accolades have enhanced Perry-Martel's reputation within the industry, opened doors to new opportunities, and built trust among high-profile clients. They reflect the company's dedication to setting industry standards and continuously pushing the boundaries of what is possible in executive search and talent acquisition.

**Family Values and Business Success**

The success of Perry-Martel International is deeply rooted in the family values that David, Anita, and Corey bring to the company. The trio's dedication to integrity, innovation, and excellence has created a work environment where employees feel valued and motivated to perform at their best. This family-driven ethos has fostered a culture of trust and collaboration, allowing the company to thrive in a competitive industry.

Balancing professional and personal life is a cornerstone of their philosophy. The Martel-Perry family's ability to integrate their family values into their business practices has not only strengthened their company's foundation but also set them apart from their competitors. This seamless blend of personal commitment and professional excellence ensures that Perry-Martel International is more than just a business; it is a legacy of family values and unwavering dedication to success.

The journey of Perry-Martel International is a testament to the power of innovation, family, and strategic leadership. From the visionary foundation laid by David and Anita to the modern enhancements brought by Corey, the company has continually pushed the boundaries of the executive search industry. Their unique Inside-Out Approach™, commitment to Industry 4.0, and the integration of family values into their business model have established Perry-Martel International as a leader in the field.

As they look to the future, the Martel-Perry family remains dedicated to maintaining their high standards and continuing to revolutionize the industry. Their story serves as an inspiring example of how personal passion, family unity, and professional excellence can combine to create a lasting legacy. Perry-Martel International is not just about finding top executive talent; it's about building relationships, fostering innovation, and driving success for their clients and their own families.

> Industry 4.0 is about leveraging knowledge and technology to stay ahead of the curve. Our future depends on constant innovation and the ability to adapt.
>
> Corey Martel-Perry