



Council of Supply Chain
Management Professionals

Educating and Connecting the World's Supply Chain Professionals.™

MEET A MEMBER



Charlie Saffro

Education:

Bachelor's Degree- University of Illinois

Company/Title:

CS Recruiting\President

When and why did you join CSCMP?

Recruiting is all about networking and being connected. Given our laser focus in the Logistics/Transportation/Supply Chain industries, it was a natural fit for us to join CSCMP in 2017. This will be our third year of gaining value from the annual conference, industry news, ongoing content, and the vast networking opportunities that the CSCMP membership offers.

What advice do you have for new CSCMP members on how they can maximize their membership value?

We've recently exposed our team to CSCMP and our Account Managers and Recruiters have started to get involved and attend local events. The topics are interesting and relevant and they enjoy connecting with like-minded individuals. I look forward to exposing our team to more opportunities to participate in 2020.

What has been the most impactful connection you have made through CSCMP membership?

Attending the annual conference is highly suggested as it's a one-stop-shop to learn and connect with industry peers and prospects. The show is well organized with educational sessions, networking opportunities and an impressive line up of exhibitors. I've had the opportunity to speak on panels for the last two years and have met such interesting professionals through the panel preparation and presentation. I always enjoy putting faces to names through handshakes at the show and meeting up with clients and candidates we've worked with over the years.

How did you get into supply chain management/logistics?

I started my career in the Advertising industry and spent my first five years in Account Management. At the time, my husband, Chad was working for an asset based trucking company helping to start their brokerage. In the early 2000s, Chad and his brother started a business called Real Time Freight which was an online platform that connected shippers and carriers. After we had our first son in 2008, I left my career in advertising to join their company, where I fell into a recruiting position. Real Time Freight was experiencing tremendous growth and we were aggressively adding to our team. I quickly learned the business and the difference between a broker, carrier and shipper. I pride myself in being a self-taught recruiter, and used any available resources to find talent for our team.

In 2010, the company was sold and after a short period of consulting for new ownership, I spun off CS Recruiting as an independent third party recruiting firm. After running the business for a year as a one woman show, my husband joined me and CS had since grown into a 33 person team, working on hundreds of supply chain and logistics roles all over North America.

Describe your job in a tweet (i.e. 140 characters or less)

To provide extraordinary recruiting services in the Logistics/Supply Chain Industry by listening and responding to our Clients needs and Candidates interests.

What are your top three job responsibilities?

1. Position myself as a passionate leader and head cheerleader of the CS recruiting team. I work closely with our leadership team to strategically scale our business to support the growing hiring needs in the industry.
2. Build and maintain relationships with clients and work with our Account Management team to deliver top talent.
3. Involvement in defining search strategies and working with our Recruiting team to utilize the proper tools to find and evaluate candidates.

What is the biggest challenge you face on the job, and how are you managing it?

We are constantly working our detective skills to find and identify talent. I believe the hardest part of recruiting is that you can only find people who put themselves out there to be found. We capture a lot of talent through inbound applications and referrals, but beyond that, we rely on passive and active job seekers to have updated and accurate resumes and social profiles.

Another challenge that keeps me up at night is the notion that a recruiter's database is always slightly outdated. We add and update profiles in our database all day, every day, but the reality is that people's careers are dynamic and ever changing. Every time someone leaves their job or accepts a new role, their resume becomes outdated. It is so important for us to maintain consistent communication with our candidates because recruiting is all about timing.

What technologies, trends, or disruptive forces do you see having the biggest impact on supply chains?

I am most curious to see how shippers keep up with the next generation and the expectation of instant gratification. I have three boys who are growing up in the era of Amazon. If they need a calculator for school, I order it on my phone and it's on our doorstep the next day before noon. Because of this, I think small parcel and final mile technology will become increasingly important for companies to keep up.

There is also a lot of talk about robots and AI "taking over," but people generally don't realize that there will always be a need for humans, even if their role is to manage and control the robot. As the tech play continues to grow in the logistics and supply chain space, we continue to see roles that are heavily focused on Client Management and Technology Integration and Implementation.

If you were to start a company from scratch, what values would you build it on?

I can never take credit for building this company from scratch, but I am proud of what our team has created and maintained over the years. We focus on the core values of Mindfulness, Positive Intentions, Service and Perseverance, and we trust and believe in the team we've hired to put their best foot forward.

What are you proudest of?

I am most proud of the thousands of lives our team has positively impacted over the years. It's amazing to take a step back to recognize all the matches we've made to help people advance their careers while providing our clients with the right talent to accomplish their goals. We have an outstanding team that is passionate about helping others and I am proud of the relationships they are working hard to build and maintain every day.

If you could interview anyone, who would it be and why?

I have always had tremendous respect for Howard Stern. While he can be crude and inappropriate at times, I have always admired his ability to instantly connect with people of all walks of life. His engaging personality makes him approachable and relatable and he is one of the best storytellers out there. A big part of our role as recruiters is asking the right questions to guide a conversation and Howard has always been the master of interviewing and always knows the right thing to say.

What was your childhood dream job?

Being a Supply Chain Recruiter was never on my radar, but I've always gotten true pleasure out of making connections and bringing people together. Whether it's helping a friend find a babysitter, setting up a blind date, or helping someone find a job, I was destined to be a matchmaker and am constantly thinking of how I can bring people together for mutual benefit.

When you retire, what will be the first adventure you take, or what will be the first thing you will do for which you may not otherwise have had the time?

I love being with my family and my three boys will always keep me busy. If I get any "me time," I generally spend it practicing yoga or reading so my visions of retirement definitely include that! Traveling is always at the top of my list and I love to visit new destinations with my family.