



**JUHI BOSE,  
FOUNDER & DIRECTOR,  
TALENT RESOURCES**

*Juhi has over 25 years of experience in a plethora of corporate roles. Through her end-to-end HR services provider firm, Talent Resources, the ace recruiter identifies the best talent for the company's development and success.*

**QUICK FACTS**

**Services provided by Firm-** Middle & Senior Recruitment services, Recruitment Process design, Interview skills training, HR assessments, Graphology (Handwriting & Signature analysis), Head hunting, Career Mentoring, Behavioural Mentoring

**Awards of Recognitions won so far-** National Talent Scholar (NTSE) recipient, Certified Six Sigma Green belt in Recruitment Process, BEI Interview techniques by DDI, Certified City & Guilds Mentor, Certified Grow more Coach

**Headquarter & Other Office Locations-** HQ – Pune. Associates at Bangalore, Bahrain, Delhi

# JUHI BOSE

## EMPLOYING ANALYTICAL SKILLS TO BRING THE RIGHT TALENT ON-BOARD

**M**arc Benninghoff, CEO of Salesforce believes that, “acquiring the right talent is the most important key to the growth of a business”, and rightly so. After all it is employees who work hard to achieve organizational goals, and the company's performance is reliant on them. Companies that want to grow can only accomplish it if they have the right balance of talent. Bringing such right talent onboard organizations is Juhi Bose. Through her end-to-end HR services provider firm, Talent Resources, the ace recruiter identifies the best talent for the company's development and success.

Juhi, who has an MBA in marketing, worked in a variety of organizations before shifting her emphasis and foraying into the recruiting industry. Leveraging her strong analytical bent and 25 years of diverse corporate experience, she founded Talent Resources in 2007.

In an in-depth interview with the Women Entrepreneur Magazine team, Juhi shares with us her thoughts on leadership, and professional experience as an entrepreneur in the recruitment vertical.

**Give us an overview of Talent Resources. What are some important features about your expertise as a recruiter?**

Talent Resources was founded in 2007 in Pune with a thought to provide value added services in the field of Recruitments in the Non IT domain, by identifying right talent for companies. A recruiting expert, Talent Resources works collaboratively with both the client and the candidate throughout the recruitment process. As an end-to-end HR service provider, Talent Resources understands the needs of clients from all industries. A team of young, skilled HR specialists work on middle and senior level in manufacturing, engineering and Non-IT domain, identifying



the right people and solutions for the company's growth and success. The key characteristics of Talent Resources is to establish that right match where the candidate proves to be an asset for the company and also grows with them. Undertaking a three pronged approach with an emphasis on accountability, transparency and customer-centricity, Talent Resources also understands the critical value of time.

As a recruiter, I have a great eye for behavioral analysis. Recruitment based on behavior assessment always results in successful placement. This is the reason many of our clients prefer candidates with 'learn and grow'attitudes over those with relevant experience. I have a strong analytical inclination. I gather information about the candidate, analyze it, place it in the slot, and check if it meets the requirements. My expertise and experience have aided Talent Resources in carving out a niche across various industry verticals.

**Take us through your early educational journey and prior industry experience that you bring to the table. What motivated you to establish a recruitment firm that specializes at middle and senior levels in Manufacturing, Engineering and Non-IT Verticals?**

I am a National Talent Scholarship (NTSE) recipient from tenth grade. I then went on to do a bachelor's in electronics and mathematics from Fergusson College

and an MBA in marketing from Savitribai Phule (Pune) University following which I was recruited by Bajaj Electricals as a product executive. Post this I played various roles across varied organizations including Resource Manager at Wall Street Finance, Sales Executive at Dalal Street Journal TV and Branch Head at Concern India Foundation. I switched my area of expertise and worked as a Marketing Manager for Melstar Information Technologies, Branch Head for CRV Consultants and finally as Staffing Head at Honeywell Automation. It was a truly fascinating journey in which I was trained in a variety of processes, interviewing skills, and quality metrics such as Six Sigma, BEI Interview techniques by DDI.

In the year 2000, when I was working with Melstar in their sales department they asked me to conduct internal recruitment processing and evaluation, in addition to the Project sales job for which I was hired. That was my first experience when I stumbled into recruitment and understood what it was all about. It provided me with an insight on the similarities between recruitment and sales. While, this role also required selling skills, but in the field of HR. I got the benefit of working from office or remotely, as opposed to the field job I had to do till then. This made me make a shift in my career and turn to recruitment.

While working with Honeywell, I saw an opportunity in the market w.r.t. to good quality recruitment service providers in the Non IT

(specifically Automation)domain. I knew that I had an edge over others by then, as I had the required knowledge, skill, trainings and corporate experience which was necessary to be successful in the recruitment business.

**Throw some light on the various roles and responsibilities that your current role as the Founder & CEO entails at Talent Resources. Tell us about some of the strategies and tools that you leverage to find the best suited candidates for clients?**

My key role is three fold:

1.To do continuous business development for the firm for not only the flagship business which is recruitment, but also for HR consulting assignments. We have always been committed to our existing customers and have given our best

2.To assess and close the recruitment cases on an ongoing basis. We help our clients in HR assessments, salary negotiations, releasing offers on their behalf & getting the candidate to join post offer.

3.HR Consulting & Mentoring- In this domain I have helped many SME enterprises in setting up their HR function strategically. I have done this work with a three point agenda- "Setup: Streamline: Sustain" the HR processes.

**I HAVE CARVED A NICHE FOR MYSELF BY SERVING OUR CLIENTS BY PROVIDING THEM WITH THE BEST OF TALENT WHICH HELPS THEM GROW**

Our strategy to get the best suited candidates lie in strong and detailed screening. The data is of course important which we do get from the regular sources of Job Portals, social media, our website, Job ads, our own database, referencing, networking etc... but the screening of this data is the key which makes it suitable for the said position. It is a highly skilled job



and we have a strong team to do that. We have our own winning Formula to get that right fit which makes us stand apart.

**As successful business leaders what would your advice be to young women aspiring to become business leaders and entrepreneurs in the future?**

My 7 P's formula for aspiring young women Business leaders & entrepreneurs is:

1.Purpose & Values: Have a Purpose in what you want to do, involve your family in it. Weave it around your values and stick to them

2.Plan: Think it through in your mind before writing it. Review, revise / refine the plan regularly.

3.Know the SWOT of your Product / Service- use it to make its USP. This will eventually convert it into your brand

4.Precision- have an eye for quality and never compromise it.

5.Perseverance- Results are achieved with continuous & consistent efforts. Never give up. Always focus on the efforts and not the results. They are bound to come.

6.Path- Take / make your own decisions and own them, carve a niche for yourself. Make mistakes, but learn from them and try not to repeat them

7.People: No establishment can run without its people / its complete eco system (employees, customers, vendors). Always value them with gratitude. [WE](#)