



Alyse Lasser and Colleen Buck

Insight Executive Search Partners, Inc.
Oak Brook

Their advice to future entrepreneurs: "If you are going to have a partner, it must be someone who has complementary skills to yours. Also, you must implicitly trust and respect each other, communicate well and leave your egos at home."

Extensive research into what an employer specifically wants in a new hire, coupled with equally extensive follow-up evaluation, are the strengths that have propelled Insight's emergence in the boutique executive search industry.

The two women principals of this growing organization—Alyse Lasser and Colleen Buck—have guided it to profitability. Using their combined experience in the recruitment industry to establish the new company, which was created in 2006, the pair also implemented management practices aimed at minimizing costs, thereby keeping client charges low.

Lasser, formerly an executive vice president with a Chicago executive search firm, holds a law degree from Northwestern University and was assistant general counsel for Waste Management before turning her focus to executive recruitment. Buck, who also held an executive position with a Chicago executive search firm, earned a master's degree in organizational behavior from Benedictine University.

Their company specializes in placing talented individuals in the legal, financial services, human resources, sales and marketing professions.

The women were "holding their breaths" when they incorporated Insight because the market they entered is

intensely competitive. Preparing for 12 months without paychecks, they nevertheless reached a cash generating situation within 60 days and soon exceeded their start-up goal of \$250,000 in revenue. With new assignments for company services, they have projected 2007 revenues at \$800,000. Long-term clients represent about half of Insight's search assignments.

"We are known for bringing a level of insight and understanding, which we use to recruit top talent. In fact, we chose our name based on client feedback about why they work with us," Lasser explained.

Both are active in numerous professional and industry organizations. Buck is President of the Human Resources Association of Greater Oak Brook. Lasser serves on the Executive Committee of the Chicago Bar Association's Alliance for Women. Women seeking career advice also benefit from mentor relationships with Lasser and Buck, who also direct Insight's charitable donations to the Starlight Foundation and the Crusader Clinic in Rockford.



Insight

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