

CEO of HR411.com shares story of company's 450% growth since 2007 through partnership programs

By HR411.com

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Michael Pires, CEO of HRinterax, Inc., d.b.a. HR411.com, shares his company's story of astronomical growth from 300 to 135,000 clients in 26 months on The Voice America Talk Radio Network's "The Growth Strategist™".

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The company, which started as a traditional brick-and-mortar human resources consulting firm, has realized tremendous growth since moving to a web-based platform in 2006 through three main avenues: private-labeled partnership programs, white-labeled partnership programs, and affiliate programs.

"It's been an interesting and fast journey," Pires explained. "We recognized...there's 6 million small and mid-sized businesses out there, how are you going to go out and reach all of them? That's a tough hill to climb. So what we recognized was...there was an opportunity...to look at channel distributions. And we said, there's a one to many opportunity here where if we can develop partnerships that have access to a greater base of small and mid-sized businesses, and we could deliver our product through those partnerships, there's an opportunity for us to gain access to a much bigger pool than we'd be able to gain directly."

This opportunity has turned into major success with two significant white-label partnerships, thirty-five private-label partnerships, and dozens of affiliates. And the numbers keep growing.

"We're continuously adding new programs and seeking relationships that create value for the stakeholders. Our goal is to have another 25 private label programs in place by Q2 of 2010, and look to continue to do the things necessary to support continued, rapid growth over the next several years," says Pires.

Listen to the full web radio broadcast free at <http://tinyurl.com/ph52p2>.

Interested in partnering with HR411.com? Visit <http://www.hr411.com/partnerwithus.php> to learn more.

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About HR411.com: HR411® has been assisting businesses around the country manage and support their HR functions since 2001. HR411.com is an award winning solution that supports over 130,000 small and mid-sized businesses throughout the U.S. gain access to expert tools and advice in order to better manage employees, understand and comply with key employment and labor laws, and stay current on HR trends and developments. To learn more visit www.HR411.com or call 1.888.MyHR411

About The Growth Strategist: "The Growth Strategist™" is a peer-to-peer show featuring lively interviews with the top executives of successful mid-sized companies (typically between \$20 and \$200 million/year) sharing advice and recent experience about the growth strategy of the week. Each program opens with some practical tips from the host, Aldonna R. Ambler, CMC, CSP, based on her 35 years of experience helping

over 800 midsize companies in Achieving Accelerated Growth With Sustained Profitability®.

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