

## **Karpiak Consulting Expands Into Philadelphia Market**

*After establishing a niche recruiting firm in the New York City metropolitan market, Karpiak Consulting is expanding to familiar territory.*

**March 17, 2012 - [PRLog](#)** -- After 8 years successfully recruiting accounting professionals in the Philadelphia market, Adam Karpiak felt stagnant. "I felt like I had hit a professional plateau," said Karpiak, President of Karpiak Consulting, LLC. "I loved the contacts I had made over the years in the area. I had the privilege of developing a great professional network, and really enjoyed working with my clients." But the idea of working for a recruiting agency seemed limiting and unfulfilling. "As successful as I was, I was bored. I felt like I could be doing more. Working for a company really limited how I could best serve my clients."

So Adam decided to take on a new professional challenge...establishing a new recruiting consulting business in the New York City market. "I felt that if I could establish myself in a niche, in this case public accounting, it would be the challenge I needed." One successful year later, business is booming. "Its been great," says Karpiak, "the best professional decision I've ever made. Immersion has really been key. The techniques that you have to develop and refine in this era of recruiting are detailed. No longer are companies going to pay an agency to simply slap an ad on an online job board. Companies, rightfully so, expect you to earn your fee as a recruiter."

Karpiak Consulting's successes in NYC have allowed Karpiak to think expansion. "I always loved working in Philly, and I'm looking forward to re-introducing myself and introducing my company to the area."

Karpiak thinks his firm can stand out in several ways. "Most recruiting firms are about stretching parameters: Stretching years required, stretching the software required, stretching degree requirements.

What agencies have to realize is most companies can stretch their own parameters for free. They are paying a fee to recruiters to actually recruit. My job, as a recruiter, is to go find what my client wants. In my firm's case, that would be accountants." Karpiak Consulting recruits for permanent accounting positions, and that's all. According to Karpiak "clients need to know that the recruiter they choose is knowledgeable in the industry. How else can the recruiter and client build that trusting relationship, if the recruiter doesn't fully understand the needs? My advice to clients is be selective in who you choose to forge a recruiting relationship with. If a firm specializes in recruiting for X, Y, and Z, and they offer to recruit for R, then something is wrong."

Karpiak Consulting's niche is recruiting public accountants. "Recruiting for public accounting firms in the Philadelphia market is greatly under-served. There aren't many recruiters around fully dedicated to helping public accountants confidentially and securely find opportunities with new firms," says Karpiak, "and that's the main reason why I've decided to expand my business to the Philadelphia area. My firm understands the specific concerns that public accountants have. The intricacies of firm culture, the path to partnership, organic growth, and exposure to industries. Public accounting has its own set of issues and it's important that a recruiting partner understands the prestige of the industry." And from what Karpiak is hearing, its going to be an active post-busy season. "Several firms are already lining up interviews now for post-busy season hires. They anticipate a lot of movement and don't want to miss the boat on these accountants. I have to admit I was surprised at the initial response from these CPA's, but that's the reason I wanted to come back to Philly. I knew this would be an active market and the opportunities to assist these CPA firms would be here."

Karpiak's firm will also take on a limited number of engagements in private accounting. "I still have many contacts in the area in private accounting and would love to leverage that into win/win successes for my clients and candidates. Especially in Real Estate." Karpiak's specialty in private accounting has always been in property management and development, and he is looking forward to networking in a real estate accounting market that seems to be extremely active.

To learn more about Karpiak Consulting, LLC please feel free to visit their website

[www.karpiakconsulting.com](http://www.karpiakconsulting.com) and/or follow them on Twitter @KarpiakConsult

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Source	Adam Karpiak, President
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