



Human Capital - Telecom Consulting

## project experience staffing

### Problem

ALCOA (AFL Network Services) needed help with their human resources recruiting requirements. They were spending \$12m to \$15m per year for outsourced staffing, but they weren't getting the quality talent – where needed – in the required time frames. In addition, AFL had recently acquired two large turnkey wireless general contractors in Georgia and California – one of which had just been awarded a \$95m contract with Sprint. This created pressure to quickly identify and hire more than 300 qualified full time and temporary employees. With three EF&I wireline divisions and a large enterprise division, AFL knew its business success depended heavily on maintaining and growing their human capital talent pool. With more than 2,500 full time employees, AFL experienced a 15% growth factor in a very short time.

### Solution

John Cerasuolo, Vice President of AFL Network Services, hired Ron Deese as Vice President of the Professional Services, a start up division which was assigned responsibility for 100 percent hiring of full time and part time human capital for AFL. Within 90 days, Ron assembled a team of professionals to recruit, develop business and provide support for the Professional Services division of AFL. Within 19 months, the team delivered 293 full and part time employees, saving AFL \$1.1m annually in benefits cost alone, and eliminated dependency on outside staffing firms. Ron's team created a more competitive pricing model and business development program for all five divisions, which guaranteed delivery of just-in-time talent for both inside and outside the market footprint. Ron later launched, in parallel, the AFP Professional Services - Commercial division to provide staffing in the open market, which achieved a \$14m top line revenue in less than four years. Ron later served as lead negotiator in the division's sale to a Fortune 500 company, KBR of Houston, TX in January of 2008. He agreed to support the transition, fulfilling a two-year management contract before launching TelForce Group in 2009.

### About AFL Network Services Corporation

AFL Network Services delivers products and turnkey services and engineering solutions to wireless and wireline telecommunications companies, electric utilities, enterprise, and broadband. Their various Service Groups plan, design, implement, operate and maintain communication networks. Verizon turned to AFL after events of September 11, 2001 to restore its network in the affected area within New York City. AFL quickly assembled and deployed more than 400 qualified technicians to bring Verizon's network back on line.

### About TelForce Professional Services

TelForce Group is a provider of professional services, consulting services, human capital, industry talent and technology and project solutions to the communications industry. Our services are integrated directly into our clients' business operations. TelForce identifies talent that stands out among their peers – people with a proven track record of creating value with every placement or assignment. From small privately held companies to large publicly traded organizations, the businesses we serve share a common goal – to hire the best professionals in the industry. Your success is the singular measure of our success.

Wireless • Wireline • Enterprise • Security • OEM • CLEC • ILEC • RBOC • Broadband/CATV • Carriers • DC Power  
Public Safety • FIOS Installation • Staffing • Utilities • Railroads • Government • DAS • Technical Training



### What Our Client Says

*“There is no one I have ever worked with as passionate and committed to success as Ron Deese. In starting up the staffing division at AFL, Ron built a successful full service organization that served many of the largest companies in our industry. I heartily endorse Ron and the great service he provides to companies in need of staffing support.”*

*John Cerasuolo  
Vice President  
AFL Network Services*

#### TelForce Clients

