LYNN WALTERS

Company name: Pure Resourcing Solutions
Job title: Director
Sector: Professional Recruitment
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What is your role and what do you enjoy most?

As one of 3 founding Directors of Pure my role is all about bringing people together. I lead Pure Executive and enjoy recruiting senior management and board level posts for businesses in the Eastern Region. I also gain a huge amount of satisfaction developing Pure’s strategy and initiatives that are designed to support our people, candidates and customers to grow and develop

What does your company do and why is it successful?

Pure specialises in Accountancy, Financial Services, IT, Human Resources, Marketing, Office Support and Executive recruitment across the Eastern region. Above all else, we are ‘a people business’ and we have a team of 75 people working from 4 office locations in Suffolk, Norfolk, Cambridgeshire and Essex, all focused on delivering an individual, tailored service, building long-term relationships with both clients and candidates.

Our values ensure that we continually seek opportunities to support our clients and candidates to learn from each other and we achieve through a number of initiatives including:

Best Employers Eastern Region, which is a free online employee opinion survey, regional awards and employee engagement seminars, helping organisations to develop positive strategies that put people at the heart of the business. It is next open between April and September 2016

Women In Leadership programme supports professional women in the Eastern Region to reach board level, ensuring there is a diverse pipeline of talent locally.

Additional services include salary benchmarking, coaching, interview training and psychometric testing as well as a range of forums and workshops for Finance Directors, CEO’s and HR Directors.

What’s good about doing business in Suffolk?

We are fortunate to have a very strong, supportive business community in Suffolk that actively supports and encourages each other. There is such a breadth of businesses in Suffolk from innovative technology businesses, engineering companies, food and drink, financial services and
tourism. We also have a great heritage and many family-owned businesses, as well as lots of SME’s and some global brands too so there really is a rich diversity. Whilst attracting and retaining talent is always a key priority for business, the region provides a diverse, strong pool of talent with London being close enough to commute, great career opportunities in Suffolk will always be a pull for talented people.

**Do you see potential for growth in your sector?**

Talent is a key business priority and as the organisations in Suffolk thrive, they continue to need to attract great people, which keeps us busy.

**What would you advise a business thinking of setting up in Suffolk?**

Make the most of the many networking opportunities Suffolk provides.

Ask for help and advice and you will find a supportive, encouraging, business community that enjoy helping each other.

Enjoy combining a great life in Suffolk with the beautiful countryside and coastline on your doorstep!