Meet Marcia O'Connor, CEO & Founder at The O'Connor Group

Jim Ries: [00:00:00] Hello and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman.

Joined here today with Marcia O'Connor, CEO and founder at The O'Connor Group. Hey, Marcia. How are you?

Marcia O'Connor: Hi, Jim. Nice to see you.

Jim Ries: Good to see you, too. Thanks for joining us. Marcia, tell us about The O'Connor Group and your role there, and from your perspective, what makes your company unique?

Marcia O'Connor: Thanks for asking, Jim.

I appreciate that. I am CEO and founder of The O'Connor Group. It's an 18-year-old company. We are an outsource fractional HR and recruiting firm with an arm in executive search, and we just opened up a new division for HR strategy around PE due diligence, which is something that a lot of PE miss in regards to their portfolios.

But I would say that what makes the company unique is that we have a great reputation, especially in the tri-state area out here in, outside of Philadelphia, [00:01:00] but we have a white glove approach where every client we treat differently and making sure that they are basically the only one in the room, and that we're gonna basically take care of them from beginning to end.

So I do think we do a little bit extra of getting to know you as a client, really listening to what you really need, then helping you be successful.

Jim Ries: Yeah, and, Thank you, Marcia. You mentioned PE, but are there any specific industries that you serve or you serve really well?

Marcia O'Connor: Great question.

We do. I would say that four main areas are professional services, life sciences/healthcare, manufacturing, and high tech.

Jim Ries: Oh, excellent. That covers a great range. So Marcia, when you think about The O'Connor Group, what are you most proud of and why?

Marcia O'Connor: I would say I'm probably most proud of the fact of my amazing team, that

I had a dream a long time ago about doing this, and I went on my own and basically didn't take loans at all and, bootstrapped the entire thing out of my basement. And now I have an [00:02:00] office. I have a team of about 60 people around the country W-2 employees, and we've won Best Places to Work.

We've won Inc. 5000. We've won various awards throughout the years, and so very proud of this team coming together. And it's not easy. We have an office, but I would say the majority of the time, maybe it's 10 to 15 people that come to that office, and majority of the time it's hybrid.

So you have to keep a team very motivated via basically Zooms and Teams and all of that kind of stuff, and just small ways to say thank you, which is a lot harder when you're not in person.

Jim Ries: Yeah. Excellent. Yeah. So true. Marcia, what would you say... what are you very excited about heading into the next six months?

Marcia O'Connor: You know, we have some pretty large growth initiatives going on, and we see, a huge market for us, especially in the executive search and the PE side of the house. And so we bring on some more people to help us get there and get visible. But the whole idea is really taking what we're doing and going more west with it.

And so we had [00:03:00] hired a PR company to help us out with that and getting things in gear. But we really run a really tight operations here, so it's been good to get that visible. But the idea is that growth is great 'cause, high-potential people that we have on our team, they like to see growth.

They like to see, where are we going? What's our purpose? How are we gonna get there? They like to see some kind of change. Not too much, but I feel as if we're on that path right now, and that's what we try to do the best out there of becoming the resource for a lot of our clients.

Jim Ries: So you're talking about geographic growth?

Marcia O'Connor: Yes.

Jim Ries: Right?

Marcia O'Connor: Yes.

Jim Ries: Excellent. Okay.

Marcia O'Connor: We're going west. Mm-hmm.

Jim Ries: Going west, right. All right. Marcia, what is something about you personally that might surprise the people watching this video?

Marcia O'Connor: I think people don't think I sleep much. But I do. And, ... and when I sleep, I'm out. I'm also that kind of person that could pretty much...

If I'm really tired and I tell somebody, " I'm tired, I need to go to sleep now," I literally will just bundle myself up in a corner. I can fall asleep with a [00:04:00] band playing, basically. 'Cause I'm tired, I have to go to sleep at that time and... But I don't need a lot of sleep. But I think that's the biggest thing people are like, "Oh, so that's how she does it."

But I'm pretty much happy from morning to night. And I wear, I don't say, I call it tooth picks in my cheeks, but this is who I am pretty much 24/7. And I sing a lot. I mean, just have to ask my husband for that one.

Jim Ries: Oh, you sing a lot. Okay. Well, we'll have to hear that next time we're together. I did not know.

Well, Marcia, thanks for spending time with us today and explaining about you and The O'Connor Group. We really appreciate your time, and I hope to see you somewhere soon.

Marcia O'Connor: I hope so too, Jim. Thanks for the opportunity.

Jim Ries: Bye.

Marcia O'Connor: Bye-bye .