

SOCIAL MEDIA

On March 2nd, 2011, the Arab world was convulsing, the beginnings of a long road from bloody dictatorship to democracy.

On that same day, fashion brand Kenneth Cole famously sent this tweet: 'Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online'.

The fashion industry is not known for its compassion or political awareness but this was bad even by its standards.

We live in a world where your online presence often makes the first impression. Social media and social networks have become more than simply a way of communicating: they are a portrait of the people and companies behind them.

No matter what industry you work in, when you want to attract the best talent to your organization you have to make sure that you are sending out the right message, on everything from your website to your Facebook profile, Twitter feed, and Pinterest page.

We know from experience how important this is to prospective employees and it's one of the many aspects of the search process that need to be managed carefully.

When the time comes, we can help.



THE AMBIT DIFFERENCE

Ambit is an executive search firm specializing in finance and accounting professionals at a mid-to-senior level. We provide a highly personalized service to companies across all industry sectors.

Our partners are seasoned search professionals and we work together. When you engage one of us, you get the whole team – our experience, our energy and our perspectives.

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