



Library Associates recruitment co. hires Sr. Dir. Professional Services

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Recruiting and consulting provider Library Associates Companies announced the addition of Beth Maser to its management team as the new senior director of professional services, according to the [company](#).

Maser joins the Los Angeles-based company from her previous role as director of business critical research at The History Factory, and also served as founder of Litigation Research Associates, LLC.

In her new role, she will be responsible for the development of strategic marketing plans, tactical marketing materials and will help drive the sale of current and new projects and assignments to LAC's expanding client base, which now includes libraries, information resources and knowledge management.

Library Associates Companies provides recruiting to a client base that ranges from government agencies to global law firms, as well as companies in the technology, automotive and academic industries, and of course, special libraries. The company also offers consulting in the areas of digital asset management and related services for archives, libraries, litigation support in law firms and corporations.

Founder, President and Chief Executive Officer Deb Schwarz told DailyVista that Maser is charged with further developing and promoting [Library Associates Companies'](#) services in the areas of executive recruiting for C-level to director-level positions in multiple information industries.

"The biggest change she will make is to formally develop executive and retained searching for positions beyond just library directors, but also for publishers, content providers and in other parallel information industry market segments," the top marketing decision-maker said.

Schwarz added that Maser expects to grow LAC's executive recruiting division, and hopes to add additional consulting abilities to its existing practice.

"Her initial ramp-up is to reach out to her extensive personal and association networks by participating on panels at professional meetings, as well as writing articles and white papers," she said. "Beth has several long-term AmLaw 100 firms and Fortune 500 clients and will focus on these as her initial primary target markets."

Library Associates Companies participates in professional associations and trade shows each year through its exhibitions, or through discussion panels. The company does not advertise in print media, but does spend a good deal on job postings in large job Web site like CareerBuilder.

“We also utilize Google Ads and have a growing following on Twitter for all of our recruiting efforts,” Schwarz said. “We rely upon press releases, have developed company sites on LinkedIn and Facebook, and have a strong referral network for consulting and recruiting. Our ideal audience is decision-makers in procurement and human resources, as well as directors, Chief Information Officers, Chief Knowledge Officers and Chief Operating Officers.”

Our source expressed confidence in Maser’s ability to hone in on good opportunities regardless of market conditions, and to use her competitive intelligence skills to identify those potential prospects. She added that companies, especially in a down market like this, tend to outsource more, which brings more business to LAC as it responds to businesses’ needs.

“LAC and Beth are always open to discussing strategic partnerships, marketing and/or business development efforts,” Schwarz said. “LAC is the premier player in the library and information arena, and a strong proponent of developing and nurturing strategic relationships.”

She added that Library Associates already has several alliances already in place similar to the ones it currently seeks. Schwarz said that LAC “rarely shies away from joining forces – with an individual or a company – when appropriate to develop and service new areas of business.”

“We are interested in hearing from companies that are involved in larger staffing, like direct hire and temporary areas, and from other companies involved in managing or organizing digital assets and other consulting firms that might benefit from our niche staffing expertise,” Schwarz said.

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