

# Press Release: Launch “Minds in Action” dd 2014 10 01

## Novel approach to Sales & Marketing HR solutions

### Fully qualified interims at half the commission

Minds in Action is giving the world of Project & Interim Management a stir. Specialising in Sales & Marketing, the new company launches in Q4 2014. Its proposition? High quality interim staff and low prices.

Their business model re-invents hiring and selection processes, while their rates shred the industry-standard commission of 30%.

#### Getting the job done

Minds in Action’s pragmatism is an innovation in the Project & Interim Management market. They deliver personnel solutions specifically for the Sales & Marketing sector. According to Karl De Beul, spokesperson for Minds in Action, this focus brings results:

‘We provide staff members with extensive experience in Sales & Marketing. People who get straight to the job at hand. Instead of losing momentum, projects continue at extremely high standards.’

#### High quality at low prices

Is the high quality of work at odds with the prices Minds in Action charge? Standard commission rates in the industry are as high as 30%. Minds in Action requests just 10% to 15%; rates that Véronique Renier – one of the founders – describes as very fair. ‘Interim Managers are paid higher rates than with the competition, while clients pay less. We also follow a lean management style to reduce our running costs and better target our output.’

Providing the highest quality is vital for Minds in Action. They are extremely particular about checking candidate references and even refuse jobs when they have doubts. ‘We would prefer no deal to a deal that risks falling short of client expectations,’ says De Beul. ‘We want to amaze our clients.’

#### Experience never lies

Experience is vital to the development of Minds in Action. Company head Tom Maerten and Véronique Renier have fifteen years of experience in Project & Interim Management with the twin company Maerten & Partners. Add the insights of Karl De Beul, a veteran of the Sales & Marketing industry to this, and you have the experience and expertise to ensure the absolute best quality.

#### Responding to reality

Minds in Action recognises the reality of the Sales & Marketing community. They do not just provide interim workers to fill the gaps left when key staff members take extended absences; they also provide personnel with skills a company may not have in-house.

‘A lot of companies have brilliant ideas, but not always the Sales & Marketing execution power to realise them,’ says co-founder Tom Maerten. ‘They often need an extra Project Manager on board for a specific assignment. Anyone who finds themselves in this boat, should call us. We love challenges.’

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Founded in 2007, Maerten & Partners provides interim and project managers in various domains. It is known for its high quality interim managers and fair pricing. In recent years, Maerten & Partners has successfully built long-term relationships with blue chip companies and SMEs as well as with a vast number of interim managers. They are launching Minds in Action as a twin company in 2014.

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