

PHILADELPHIA BUSINESS JOURNAL

PHILADELPHIA.BIZJOURNALS • JANUARY 23-29, 2004

CEO Profile

Personal Information

Name: Joe Peters

Title: President

Company: Scientific Search

Type of company: Mount Laurel, N.J.-based technology and management recruiting and staffing.

Education: BS, commerce and engineering, Drexel University; MBA, Temple University

First job: Selling golf balls that I pulled out of the lake at Wedgewood country Club back to the golfers.

Little known fact: I make time to play tennis or golf with some of our staff members once a week.

Home: New Hope

Business Philosophy

Essential business philosophy: I like to let people focus on what they do best.

Best way to keep a competitive edge: Maintain a sense of urgency about everything you do and have fun doing it.

Yardstick of success: Continuous growth of the company for the benefit of the people who work here.

Goal yet to be achieved: Mondays off. A lot of our clients seem to make hiring decisions on Friday afternoons so I never like to miss a Friday in the office.

Judgment Calls

Best decision: Expanding our services to include the pharmaceutical, biotechnology and medical-device manufacturing communities. While it was a challenging six months learning a new industry, it has paid off for our staff tremendously since then.

Worst decision: Agreeing to keep the previous owner

Joe Peters



on for a period of time after buying Scientific Search. The energy level and commitment of someone coming into a business as a new entrepreneur is just so different from that of someone that is winding down their career.

Toughest decision: Spending money to expand our staff and resources in late 2002 and early 2003. Even though we were statistically out of a recession then, the labor markets were still very difficult.

Mentor: William F. Mitchell at Environmental Tectonics Corp. He was my first boss and taught me the value of hard work and having good people around you.

True Confessions

Word that best describes you: Dedicated.

Like best about your job: Impacting other people's success.

Like least about job: Mediocrity. People can be as successful as they want to be and a little more time and effort can make a huge difference in someone's career.

Most important lesson learned: Patience.

Life motto: I'm not sure I have one, but employees and colleagues tell me I strive to be air to everyone and I'm proud of that.

Greatest fear: Probably similar to any entrepreneur's - having no new job orders and nothing to do next week.

Person most interested in meeting: Steve Jobs. He's been tremendously successful in starting and running multiple companies. He also has achieved much of his success with out-of-the-box thinking and by providing innovation to the industries he's in.

Most respected company: Rice-Cohen International.

First choice for a new career: Teaching.

Etc.

Award/honor most proud of: I'm most proud of earning the respect of our employees for giving them some guidance and the opportunity to be successful.

Most influential book: Lee Iacocca's biography.

Favorite movie: "Disclosure."

Favorite restaurant: Fran's Pub in New Hope.

Favorite vacation spot: Long Beach Island, N.J.

Favorite way to spend free time: coaching my children's soccer and basketball teams.

Automobile: 2001 Volvo V70 XC wagon.

—Mia Geiger