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# QuPEOPLE

In the early 20's, an enterprising group forged into the canyon pursuing dreams of a wonderful neighborhood. A central force in their efforts was the historic 1923 Hollywoodland Realty Co. building at 2700 North Beachwood Drive. Eighty years later, QuPeople is the latest group of visionary people inhabiting that same landmark space in pursuit of *their* dreams.

QuPeople helps businesses find top talent through recruiting solutions, recruiter training and team building programs and executive search. Kerry Ward, CEO of QuPeople offers the following: "At QuPeople, we partner very closely with our clients to gain a thorough understanding of their businesses. One of our secret ingredients is our background in leadership and organizational development, which allows us to handle engagements with a very sophisticated eye."

Roberto Blain, President of QuPeople, has a lot of experience in the entertainment business. He was a Disney Feature Animation Human Resources Manager and his last engagement entailed international staffing for Warner Bros. Speaking from the Hollywood perspective, he says, "The magic you hear about in the movies we make in Hollywood does exist - but it isn't pixie dust or a magic wand - not in our business anyway! It's effective leadership that marries



vision with action through rigorous planning and sound execution. Adds Jeri Wilson, Vice President of Client Relationship Management: "The primary focus of many

businesses is on doing things more effectively. We think that's critical, but we also focus on how teams think and interact."

Another biz veteran at QuPeople is Soren Kerk, known around the Canyon as Ms.Grammer. The former head of training for Warner Music, Soren is Vice President of Training Programs. With her background in theater, Soren brings the eye of stage manager, acting coach and director to project management. "I love working for a company that places so much emphasis on values and teamwork," says Soren. "We have a truly great team of professionals!"

And where would a diverse and creative company be without its own Salon? Not in Beachwood! Starting in mid-April, QuPeople will host regular meetings open to Canyon neighbors and business colleagues featuring dynamic speakers. (To reserve your space at an upcoming Salon, contact QuPeople at 323-462-6220.)

You've heard it time and time again: in a business, people are your most important asset. QuPeople is here to help.