



## PERSONAL EXCHANGE

## Matthew Craig West

**Birthplace:** Brooklyn, NY

**Marital Status:** Married to Hallie West

**Children:** Emma, Age 6; Ryan, Age 3

**Occupation:** Talent Recruitment

**Years in Industry:** 17

**College:** Cornell University (Bachelors)/  
Harvard University (Masters)

### How did you get started in the industry? Who is your mentor?

Maureen Regan, my mentor and founding partner of McCann Regan Campbell Ward (RCW), is not only responsible for getting me started in the industry, but also has greatly contributed to the professional I am today. Once Maureen saw that I had a knack for hiring, she helped me tap into my passion and ultimately gave me the responsibility of hiring the majority of the company from there on out. She saw something in me I hadn't yet seen in myself, and pushed me to become the best I could be. To me, that is a true leader. The fact that I actually worked in a pharmaceutical ad agency for years qualified me for being a credible person to work as a talent recruiter within the advertising, marketing, and healthcare space, which is what I do today.

### What do you collect?

As cheesy as it may sound, I consider myself a collector of people. I don't know how many people are in my "collection," per se, because it's not something that I quantify by something like the number of LinkedIn connections I have. Instead, I value the numerous relationships I've made that have real substance, which I consider to be very precious. After all, you're only as good as the people you surround yourself with both personally as well as professionally.

### If you could have lunch with any person, living or dead, who would it be?

Victor Borge, who is in the *Guinness Book of World Records* for having the longest running one-man show in theatrical history. Even though I never had the opportunity to see him live in concert, I admire him because while he was alive, he became a renowned comedian, a gifted musician, an engaging performer as well as a talented public

speaker. Since I draw inspiration from creative people, I find him to be remarkable and inspirational.

### If you could work doing anything in the world, regardless of the income, what would you do?

I would love to be a Barbara Walters or Phil Donahue type; someone who gets to interview great people of the world while bringing out the best in them. I believe it was Johnny Carson who said "I get the best out my guests when I make them feel comfortable," and I think that's something that people who are passionate about interviewing other people have in common. No two people who you interview are the same, but when people can relax in a familiar setting, it's easier to pull the gems from each person. To do that at a higher level, beyond for hiring purposes, is something that would be really fun to explore.

### Last good book you've read?

*Diary of a Mad Diva* by Joan Rivers. I found her to be one of the smartest ladies of our time...and just plain hilarious! When you think about it, the fact that she was so in tune with pop culture even up to her death at 81 years old was amazing. She's someone who has truly defied gravity – in more than one respect.

### Best/worst part of your job?

The best part of my job is that I get to learn people's stories and get to know their unique backgrounds and the trajectory of their careers. That's always very exciting. And, I get to work with a great group of talented people at Advice Personnel. The worst part of my job, hands down, is seeing a recruitment match that I know would be perfect and beneficial for both parties not go through for logistical reasons that are beyond anyone's control. When you work so hard to find the missing puzzle piece that will really bring a company together, it is a disappointment when something stands in the way.

### What one little thing always makes you happy?

The sound of my children laughing when I tickle them. If I could, I would make it my ring tone.

### What is your favorite quote?

I have lots of favorite quotes, but the most recent one I like is:

"Strong people don't put others down...They lift them up." Michael P. Watson

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