

NextUpCareers.com

Bulls Eye Opportunity

By The Vann Group

NextUpCareers.com is a career information and job placement website dedicated exclusively to the career development of reliability engineering and predictive maintenance professionals. This is a newly launched venture, and while too new to be sure, the industry reception has been positive enough to deem the prospects quite good. This is actually a Vann Group venture along with several partners. So this story is also about practicing what we at the Vann Group preach.

We developed and launched NextUpCareers.com because our team has been working with companies in the reliability and predictive maintenance industry for ten years, and over that time we've seen both professionals and employers struggle with finding information about career opportunities and the right employment fit. We have a deep understanding of the need for what NextUpCareers.com offers, and we knew no one else was offering it.

We carefully developed this product to make sure that it offers precisely what the industry needs but cannot currently get anywhere. For example, unlike many career sites and job boards, it is designed to serve both professionals and hiring companies. The depth and ease of our site will provide significant value for everyone who uses it. Whether they are actively

seeking a new job or monitoring opportunities, the new portal will provide professionals with an impressive collection of features and functionality.

Lastly, the need for NextUpCareers.com as a dedicated and trusted career resource exists regardless of the economic environment.

Therefore we think this story illustrates several important business practices. First, we're keeping our eyes open for opportunities, something that strategically focused companies do all of the time. Secondly, it demonstrates what can be done with a keen understanding of customer needs and the environment. And, lastly it illustrates differentiation, which as discussed in Mike Vann's 4/23/09 blog post, "...brands that pay attention to what the consumer really expects and offer meaningful differentiation, will tip the value scales in their direction, because **value matters more than ever. More than just price.**"



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