

Dear Editor:

I'd like to introduce you to a small New York company that is more diverse than New York itself – not by plan, but by accident.

At Alacra, Inc., a 40-employee company in lower Manhattan that provides online business and financial information to investment banks and corporations, almost 50 percent of employees were born outside of the United States. And they aren't from Canada – but from 15 different countries including Belarus, British Guyana, Bulgaria, Haiti, India, China, Jamaica, Puerto Rico, Argentina, Russia, South Africa, Spain, Tajikistan and the United Kingdom.

Is it because Alacra needs language translators or international business experts? No. Alacra's diverse employees are Web editors, product managers, software developers, salespeople and controllers. Alacra is a small technology company that needs motivated people with a positive attitude who want to grow with the company.

Hiring executive Colin duSaire (himself from Jamaica), vice president of information management at Alacra, said, "Employees have to have an opinion about something. I don't care if I agree with it or not. They can't be wishy-washy. We want people who can speak up and say something is wrong before the customer says it."

And to find the right people for the 5-year-old company, Alacra invests hours of management time. In fact, for one job opening, at least four Alacra executives interview five to 10 candidates. In all, a total of 20-40 interviews and a real time commitment! And the final deciding factor – attitude.

Though the company is diverse in opinions, personalities and culture, there is glue. At least five of Alacra's core management have been working together for more than 10 years – first at Knight-Ridder and then at Alacra. "We're like a big family—a lot of trust and a lot of faith," said duSaire. "We know each other's bad habits and strengths, so we can get on with doing the business."

Please let me know if you would like to arrange a time to speak with Colin du Saire (the attitude checker) or Steve Goldstein, CEO of Alacra, about Alacra's hiring strategies or company culture. Below are more details on Alacra.

Best regards,

Annie Turn
RLM PR
212.741.5106 x13
annie@rlmPR.com

Alacra growth and planning

- Founded in 1996
- Maintained the same company vision since 1996—to serve the needs of business information professionals
- 25 percent growth each year
- On target for 20 million in revenue for 2002
- In the past two years, Alacra has changed from aggregating and selling other companies' databases to selling its own proprietary services, which has increased profitability
- Controlled employee growth; 60 employees worldwide in two offices (New York, London) after four years of operations—never over hired during the bubble
- Never had advertising on its site even though a year and a half ago, the company had multiple offers to move in that direction
- \$4 million in funding raised in January 2002; \$16.5 million raised in all