

BUSINESS TOOLS

Ad agency takes a different approach to hiring

BY PATTY TASCARELLA

Given her background in broadcast and cable television advertising sales, Melanie Querry had a different perspective when she started advertising agency Beyond Spots & Dots four years ago.

It also was unusual. Increasingly, Pittsburgh agencies outsource the purchase of space or time in publications, television and radio on behalf of clients.

“Media buying is second nature and we do it well, and that’s the part we find easy,” Querry said.

The issue was how to “dig deeper,” she said, providing a wide range of marketing communications services to clients, but also positioning Beyond Spots & Dots as a “consultant” that could “help them grow their business inside and out.”

Querry, who started her agency with a client she worked closely with for more than a decade through other posts, was a solo operator for around eight months. The key, she decided, was in who she hired.

Half of Beyond Spots & Dots’ staff hail from companies rather than agencies. Graphic designer Maggie Keller previously worked at BNY Mellon. CFO Andreas Beck came from Federated Investors Inc., where he was an assistant portfolio manager.

“Knowledge from the industries helps,” Querry said. “It gives us a competitive edge we’re able to apply to current and future clients.”

The insider stance of being on the



Joe Wojcik

Melanie Querry, president of Beyond Spots & Dots, has found success hiring people who didn't work at advertising agencies.

other side has helped grow business, she said.

“Andreas worked hands-on with Fortune 500 CEOs, being on conference calls and meeting them face-to-face,” she said. “That gives us the ability to utilize that knowledge with our clients. Being able to work with decision-makers has allowed us to really act as consultants.”

Just as other shops may outsource business functions, if there is a “specific need” that isn’t under Beyond Spots & Dots’ roof, Querry will partner with

Beyond Spots & Dots

Advertising agency

BASED: Downtown

FOUNDED: 2006

EMPLOYEES: 6

REVENUE: \$1.5 million

WEB SITE:

www.beyondspotsanddots.com

- **CHALLENGE:** Position the company as a top-shelf consultant by providing a wide range of expertise.
- **SOLUTION:** Hire people who have worked for companies rather than agencies.

another agency or freelancer to fill it.

Numbers-wise, it’s paying off. Last year, Beyond Spots & Dots’ revenue reached \$1.5 million, double-digit growth over the previous year.

Rick Brown, executive vice president and COO of Downtown-based recruitment firm O’Connor O’Connor Lordi Ltd., said Beyond Spots & Dots’ strategy fits with a growing style of management that operates creatively and lean.

“Companies run by Gen X, Gen Y and baby boomers who are young thinkers are realizing you’re better off if you have good, solid experienced business people who have imagination and aggregate them,” Brown said.

“Each will have some area of expertise they bring to the party.”