

# Bio-Nutrition Laboratories Fills Specialized Role **3x Faster Than Industry Average**



## EMPLOYER



## WEBSITE

[Bio-NutritionLaboratories.com](http://Bio-NutritionLaboratories.com)

## INDUSTRY

Veterinary

## HEADQUARTERS

Fort Collins, Colorado

## iHIRE SOLUTIONS

- Job Slots
- Resume Search
- Industry-Specific Talent Communities

## RESULTS

- Filled a highly specialized role in 2 weeks
- Hired 3x faster than the industry average
- Experienced an 18% view-to-apply rate

## Background

For more than 20 years, **Bio-Nutrition Laboratories** has been formulating high-quality, research-backed equine, livestock, and pet care products. With the philosophy, “Life is hard, taking great care of your animals shouldn’t be,” Bio-Nutrition Laboratories offers products that are easy to use and effective in improving animals’ health and quality of life.

## Challenges

Bio-Nutrition Laboratories takes animal stewardship very seriously, and that mindset is reflected in how they hire – there is no room for error in bringing the most qualified employees aboard. When the company set out to hire a Veterinary Solutions Specialist, it required someone with specific qualifications. Although the Veterinary Solutions Specialist position was a sales role, Bio-Nutrition Laboratories needed a candidate with veterinary experience who could provide technical support to customers with a high level of trust and care.

In previous hiring efforts, Bio-Nutrition Laboratories experienced frustration when using large, general job boards. The organization received too many unqualified candidates and wasted time going through hundreds of irrelevant resumes.

## Solutions

To hire more effectively, Bio-Nutrition Laboratories searched for an industry-specific, specialized platform and discovered **iHire**. Bio-Nutrition Laboratories advertised its Veterinary Solutions Specialist opening using iHire’s flexible Job Slots solution. Through Job Slots, the role was promoted to qualified job seekers across several of iHire’s 57 talent communities, including iHireVeterinary, iHireCustomerService, and iHireSalesPeople, and was shared with matching candidates in branded job alert emails.



“ After posting our job with iHire, we knew in the first few days we had great options, and we didn’t need to post the job anywhere else. Recruiting through iHire has been a smooth process, and I’ve been impressed enough to recommend them to others in the industry. We’ve had an overall wonderful experience, and their customer support has been exceptional. ”

- **Sam Altman, CPA, MBA**  
President  
*Bio-Nutrition Laboratories*

Bio-Nutrition Laboratories also used iHire’s AI-powered Job Ad Builder to create an enticing job posting quickly and set up a free Company Profile to help showcase its culture and employer brand to prospective employees. In addition, Bio-Nutrition Laboratories leveraged iHire’s Resume Search tool to proactively source candidates from its database of 3.6 million resumes.

Bio-Nutrition Laboratories found Applicant iScore to be one of the most helpful features on the iHire platform, as it gives each candidate a score based on how well their resume matches the job description and allows recruiters to easily prioritize which candidates to pursue. iHire’s candidate management tools were also appreciated, as they allowed Bio-Nutrition Laboratories to organize, tag, and sort candidates as they moved through the different stages of the hiring process.

## Results

With iHire, Bio-Nutrition Laboratories found its Veterinary Solutions Specialist in just two weeks – over three times faster than the industry average of 44 days for time to fill. The company also experienced an 18% view-to-apply rate, meaning nearly two in five candidates who viewed their ad applied for the job (the industry average view-to-apply rate is between 7% and 10%).

“After posting our job with iHire, we knew in the first few days we had great options, and we didn’t need to post the job anywhere else,” said Sam Altman, CPA, MBA, President of Bio-Nutrition Laboratories. “Recruiting through iHire has been a smooth process, and I’ve been impressed enough to recommend them to others in the industry. We’ve had an overall wonderful experience, and their customer support has been exceptional.”

Bio-Nutrition Laboratories returned to iHire just six months later to find another qualified candidate and plans to continue their partnership when hiring needs arise.



[www.iHire.com](http://www.iHire.com)



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iHire is a leading career-oriented platform that powers a family of 57 industry-focused talent networks, including WorkInSports, iHireVeterinary, iHireDental, iHireConstruction, and iHireChefs. For more than 20 years, iHire has combined advanced job matching technology with our expertise in the talent acquisition space to connect job seekers with employers in their desired sector. With an industry-specific, candidate-centric, and data-driven approach to recruitment, iHire helps candidates find meaningful work and employers find unique, high-quality talent – faster, easier, and more effectively than a general job board. Visit [www.iHire.com](http://www.iHire.com) for more information.