

GERMAN AMERICAN TRADE

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Anything but Dirty

21st Century Manufacturing Jobs

With this new GAT series, the GACCs want to highlight career opportunities and paths for professional development in modern day manufacturing. Many of our member companies produce high-end, engineering and research intensive goods in the United States – creating both exciting and very demanding jobs that call for an exceptionally skilled and technically adapt workforce. In these positions, with great responsibility comes great opportunity as many firms invest not only in the initial training of their employees but also offer continued learning and professional development perspectives. Combined with a strong focus on retaining such highly-skilled staff, today many firms create manufacturing jobs that defy the image of greasy shop floors, hard physical labor, and a lack of perspective.

A case in point is Ipsen, Inc., a manufacturer of innovative thermal processing technologies, whose furnace systems are used in critical applications such as medical implants, aerospace components, and automotive parts. An integral part of the Ipsen business strategy as a growing organization is employee development and retention in an attractive work environment.

On a mission to create passion for manufacturing

Ipsen's innovative TITAN® Vacuum Furnace manufacturing line located in the Cherry Valley, Illinois, is in constant production. Unlike competing products, the TITAN works anywhere in the world, easily changes languages, voltages, and units of measure at the touch of a button while fitting in a standard shipping

container. Launched only three years ago, the TITAN is now operating in 15 countries and Ipsen has announced a doubling of production at the Illinois facility due to worldwide demand. Acknowledging that the company's growth would soon be limited by the lack of a skilled workforce and lack of people with heart and drive, Ipsen realized that conventional hiring and training methods were no longer adequate. In order to produce the skilled workforce required to be globally competitive, there was a need to come up with a new strategy to attract, train, inspire and retain workers. A task force was created to focus on three essential needs: Offering a real mission, changing the recruitment strategy and quickly training and creating a bond with new hires.

When it came to creating a mission, Ipsen was thinking beyond some additional pages in the employee handbook. They were looking for a

*Ipsen's Cherry Valley, IL facility
34,000 square feet of office space and
80,000 square feet of manufacturing.*



mission that could inspire, especially in a time when talk about the demise of manufacturing in the USA could be heard and read everywhere. Ipsen of course knew better than that - the company is growing, innovating, and exporting all over the world. This is why, already in their first encounter with future employees, Ipsen wanted to bring across its core belief of: Hard work wins!

To change their candidate profile, Ipsen adopted the Hunter and Tinkerer strategy. The firm now seeks Hunters for their sales force. The Hunter strategy involves finding someone who knows their territory like the back of their hand in order to “hunt and gather” with determination and aggressiveness, to tackle any obstacles with self-confidence. The typical Hunter is driven by the chance to make things happen.

The Tinkerer is someone who demonstrates passion and drive to customize and tinker with every project until it is successful, someone who has a creative personality and just can't leave a project alone. Tinkerers play a vital role in several departments at Ipsen. Their specializations may range from carpenters to mechanics. Although you may find Tinkerers at a university, you are more likely to find them at a performance racing show or motorcycle repair shop.

Most importantly, in order to quickly train, inspire, and create a bond with new hires, Ipsen established the Corporate Academy. The company

renovated an existing space to serve as the Harold Ipsen Learning Center, a new hire training center with a full time trainer to teach a structured six months books-to-business training program.

Ipsen Forward

According to Geoffrey Somary, President and CEO, “The idea of Ipsen Forward is centered on continuously moving Ipsen and its employees forward toward success.” Ipsen’s employees are one of the major factors in this mission. Training the existing and new employees of a skilled workforce provides promising results and an impressive return on investment. “The Corporate Academy is an integral part of the Ipsen Forward strategy and a major commitment to long-term employee development. We are very excited to see our first class graduate in April 2012”, Somary said. ■

For more information
Visit >> www.ipsenusa.com

Ipsen Corporate Academy recruits in the Harold Ipsen Learning Center. Recruits learn how all parts of Ipsen work together to create success from Engineering to Finance and even Marketing. They receive mentoring and presentations and spend hands-on time in each department, each manufacturing facility and even outside vendor locations, giving them a clear picture of the company’s culture and values.



The TITAN® workcell; where each TITAN makes its way through the assembly stages to completion & testing.



Member of Team Innovation testing a TITAN® Vacuum Furnace.

