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In the “cut-and-thrust” environment of Information Technology, the name Pegasus Consulting is synonymous with ‘Integrity’. Two decades of principled business practices, shrewd strategies, superior resources and hard work is how this IT Staffing Company earned its reputation for unparalleled service.

Pegasus Consulting Inc. specializes in the provision of professional Information Technology Consultants and Business Technology Services to clients in North America. Established in 1987, Pegasus’ focus has never wavered. Their mandate

is to provide the best technical resources in the least amount of time, at the most competitive pricing. Over the years it has acquired an impressive clientele list featuring a number of FORTUNE 500 companies across a variety of verticals, from Financial Services through Pharmaceuticals, Manufacturing, and the Oil and Gas sector.

Pegasus cannot compete against the large multinationals in terms of its size, nor does it attempt to. However, it has proven to be a powerhouse in terms of its ability to provide creative business

solutions to its clients. Conversely, because it is a smaller firm, it can achieve time and cost efficiencies that enable the company to fill most requirements faster than the average “overhead-heavy” firms. But the single most important element of the company’s successful marketing is how its people conduct business...with integrity. It is this key ingredient that sets Pegasus apart from the competition and gives its management team the confidence and edge to thrive in what is best described as a volatile market. In the process, the company has established something much more valuable...solid

long-term relationships with each and every one of its clients.

Founded in 1987 by John Goldsmith as a Computer Systems Consultancy, Pegasus was first located in Mississauga before moving to its present location at Yonge and Eglinton in Toronto. The company painstakingly built its reputation one client at a time on the character of this man. John’s word was his bond and this is one of the key factors in this company’s success. Pegasus has grown significantly since then. Working out of a busy mid-town office, the company manages close to 100 consultants on contract at a variety of client sites throughout the GTA and across Canada. As well, to mark its 20th anniversary, the company is looking forward to establishing a significant presence in the US market.

CEO, Leslie Graham-Williams, is at the helm of this strong and vibrant entity. As Managing Partner she and her husband John, still Chairman but now retired, together own 100% of the shareholding in Pegasus. John’s son, Neil Goldsmith, heads up the Sales and Marketing area and that’s what makes this company so special. In a globally driven economy, where conglomerates dictate, this family-owned company is providing world-class service with a personal touch. “Pegasus has been around for a long time and our branding is recognized by almost everyone in the IT sector – certainly within Canada. Pegasus has sustained relationships with their largest clients for over 20 years and having been through some pretty rough seas after 9/11 and the dot.com meltdown, the company is rapidly building its client base with some exciting plans for US expansion toward the end of the year.”

Proud of the company’s stellar performance, Leslie is keen to point out that “Every Client a Reference” is the company slogan and a goal that every staff member strives to achieve each day.

As exceptional as the company she manages, Leslie is currently a nominee for the ‘Canadian Woman Entrepreneur of the Year Award’ sponsored by Royal Bank of Canada. She is very well aware of the honour of even being nominated in a pool of talented businesswomen from Vancouver to Newfoundland, and feels it has been quite a journey for a young Irish lass whose first



contact with Canada was a completely French classroom environment in a small convent in, what was then, rural Quebec. In time, Leslie attended McGill and taught school in Montreal on Nun’s Island. She subsequently moved to Toronto where her entrepreneurial talents were put to the test, establishing the first court reporting business in Mississauga in 1988. Soon after, in 1990, she joined Pegasus on a part-time consulting basis. She was drawn to an industry characterized by cutting-edge technology, growth and ingenuity – and to a company that reflected those traits. Leslie took over as CEO at Pegasus when John retired in 2000.

Over the years Pegasus has proven that it is capable of adapting quickly to the ever changing demands of its clientele; a much

needed skill - taking into consideration the mercurial nature of the IT industry and competition from larger, well funded multinationals.

Leslie is well aware of the pitfalls this industry presents and, with her skilled team, makes every effort to stay ahead of the game. One of the biggest challenges Pegasus will take on this year will be establishing a new area for the company – Technical Staffing for the biomedical research field.

It is a challenge that hits close to home. With the expansion of the MARS CENTRE, Toronto is gaining a reputation as a leader for high tech research in the cutting-edge sciences. With the increase in reliance on technology, the marketplace has created a niche for personnel that have both a combined scientific and technological background. Pegasus is currently conducting research on how best to position itself to be the first IT Staffing firm in the city to offer resources with these skills to the biomedical research community.

A dynamic force in the company, Neil Goldsmith, Sales & Marketing V.P., is securing the company’s future with his innovative ideas for growth and market position. With a combination of both drive and energy he is moving the company in new directions, while maintaining the excellent business standards which have become a Pegasus hallmark. Neil is a great motivator and the epitome of what a “super salesperson” can achieve. He has high expectations of his salespeople and puts a lot of pressure on his recruiters. He’s seriously competitive (ask any of his doubles squash partners at the Cricket Club...), often demanding, sometimes critical, and won’t accept from any one of them anything less than a stellar performance. He’s a tough critic, but outstanding performance is always rewarded.

The most important focus for Leslie is the Pegasus Team, and she maintains they

are the reason for the company's success. "We strike a nice balance between filling our clients' needs and equally helping our candidates build their careers – they are not mutually exclusive. Our entire staff is interested in people and that is the key quality we look for when we recruit them. Yes, a paycheque is very important, but these are not people just interested in closing the deal. They are highly disciplined, hard workers (and players!!), comfortable in the Pegasus 'family environment'. "We laugh a lot around the office" says Leslie – "it's a nice environment to work in and I never underestimate that factor."

Training of the recruiting team falls to Greg Habros. Team sharing and cooperation are at its core, since "it's important to understand each person's contribution to the job order process. Someone may have comments on the appropriateness of a particular candidate, because they have worked with them in the past". The crucial element for Greg

to get across to his team is the ability to listen. It is a skill lacking in today's work place and one Pegasus stresses to its staff. Learning to listen to clients is equal to success for both the Recruiting and Sales initiatives. As Greg likes to remind us, "the importance of listening goes right to the heart of developing the trust-based relationships that are required for us to have success with clients and candidates alike."

It is this very human element that defines who Pegasus is, where people are just as important as driving new business. Their presence in the community is indicative of that philosophy. Pancreatic Cancer Society, Breast Cancer Society, Round Table Charity, New Canadian Fund and the Canadian Cancer Society are organizations to which Neil donates considerable time and effort. As well, Leslie is very much involved in the citywide "Out of the Cold" program.

The future looks bright for this established company with a young attitude. The

company's goals are clear. The overall Canadian Business Strategy is to remain on a path of controlled growth. Pegasus is currently in the process of incorporating an American arm because it intends to be a bigger player in the North American Market. The last word falls to Leslie: "I can see Pegasus recognized as a major North American player in IT staffing in the very near future, because we've proved we have the staying power. We're not afraid of setbacks and by design, not by luck, we have the best staff in the industry."

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