

The Human Jigsaw launches in Lonehill

A new advertising and marketing recruitment agency, The Human Jigsaw, has opened its doors in Lonehill. Jeanette Smeddle, a multi-disciplined veteran of the ad industry, recognised a recruitment focused gap, and has created what she believes will become a much-sought after service.

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In her career, Jeanette has accumulated enormous experience in the fields of print and TV production, media strategies, client service and brand planning. This, she believes, has imbued her with a broader set of insights into company and market needs than the norm.

"My idea," says Jeanette, "is not to broker jobs. Optimising a company's potential by complementing it with the right people. That's my idea."

The Human Jigsaw is so-named as an acknowledgement that people are the only assets in the advertising and marketing industries. The value of these assets is increased dramatically if they share the same visions and goals as those around them.

Jeanette does not agree with certain other members of her industry that the marketplace is now over-traded. "The number of great people already on our books suggests otherwise. The number of companies who have not had access to these people suggests otherwise. It suggests the marketplace is, in fact, under-traded."

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