

Rival recruiters Brownlee Dean and Tech Search Associates merge to create new consultancy

A Tyneside firm has merged with a West Yorkshire rival to create an expanded national recruitment and consultancy firm.

Tech Search Associates, based in Leeds, and Brownlee Dean, based in Newcastle, have joined forces to create Brownlee Cale, a strategic partnership aimed at delivering better results for customers.

The newly-formed business has plans to grow its established consultancy services while also increasing turnover in the coming years. The business now has a combined workforce of 22 across three offices in Leeds, Birmingham and Newcastle, and is being headed up by directors Richard Dobson and Peter Walker.

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The company leaders said they decided to merge after realising their companies' shared values and potential for growth and further success.

Mr Dobson said: "We merged businesses because we believe the recruitment industry needs to improve. We share the same belief that commission-motivated recruiters are incentivised to put short term profit before sustainable recruiting.

"The merger has been a fantastic experience and an opportunity for us to transform our overall business model, enabling us to deliver people solutions to some of the largest projects in Europe.

“The new model has resulted in exponential expansion of our services. We are experiencing record breaking net revenue retention with our key customers. Our stakeholders and team engagement is more wholesome, we are all healthier and happier in every way.

“Our liquidity is at an all-time high and uninsured debt is lower. We believe this is a sign our customers are more satisfied with our new model that focuses on collaboration.

“We’ve also made exciting plans for the future, including leveraging the extensive experience across the team to offer consultancy services across all disciplines.”



L-R) Brownlee Cale directors Richard Dobson and Peter Walker.
(Image: Brownlee Cale)

Fellow director Mr Walker added: “We’ve invested in employing a former ISO 9001 auditor as our Quality Manager, we have a strong team with great values, automation, digital and AI technology available to create a really high-quality experience for our customers.

“Whether we’re working with an organisation on their people strategy, or supporting an individual to find a role, everyone gets the best service we can give them, no matter what.”

The team specialises in temporary and permanent recruitment in civil engineering, mining, facilities management, mechanical and electrical, and construction, logistics and distribution.

The company has launched its new brand online with a website. Branding is soon to be implemented across the company’s three office locations.

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