

# A youthful rejuvenation of the financial services recruitment market

**Richard Branson's entrepreneurial flair has been well documented since he founded Virgin at just 20 years old. An even younger MD has set up another national company in Milton Keynes, reliant on older employees.**

Lewis Greene was just 19 when he set up specialist recruitment company SGL Solutions in March 2003. Even though he started the business after identifying a void in the recruitment industry, he seems modestly surprised at his success. "It's going really well, because there is a need for a specialist agency which concentrates on providing client companies with advisers and consultants who have the right qualifications. In addition we are finding positions for candidates with reputable, well placed companies".

Many entrepreneurs long to spot that gap in the market or the need for a product which they can provide. The question remains whether such opportunities are all around us, but it takes a special entrepreneurial eye to spot them: or whether the entrepreneurial skill is in constantly seeking such opportunities. Whichever proves to be the case – Lewis saw a need and developed a specialist recruitment service to meet a nationwide demand.

It is ironic that the majority of candidates he seeks and places are well into their 30s – people perhaps for whom a young, business-hungry, thrusting recruitment agency would not always been seen as an ideal partner. Some candidates and clients he admits are astounded when they first meet me face-to-face, but those who realise that success is not ageist benefit from SGL Solutions' honed approach.

"It works because I make it work. This business is crucial to me – it is everything I have – without it I have nothing and I know that. It is important to discover exactly what the client company wants to fill their vacancy. I research and analyse until I can produce the candidate they need. If I can't find someone who fits the bill then I say so – I can't afford to put the wrong person forward because it is important that SGL continues to be seen as a credible company – to waste time and

money by offering unsuitable candidates would be detrimental to everyone".

Lewis is candid about the fact he left school at 16 to discover that his educational path lay in the world outside academic establishments.

"I went to the careers office and they offered me an interview as a resourcer. I had no idea what it was but I went and bought my first suit, went to the interview, got the job, and after 3 months found out what it was all about. It was a brilliant start and a wonderful career opportunity in the recruitment industry. I learnt so much".

SGL Solutions are a specialist recruitment company placing financial consultants and mortgage advisers. The paradox is not lost on Lewis that the people he's placing have to have reams of qualifications, from FPC, AFPC, CeMAP and MAQ. Lewis has learnt from experience that his essential credentials of a reputation for consistent delivery, personal integrity, attention to detail and an aptitude for hard work are his keys to success.

At the end of the day, regardless of age or experience – results are what count, and SGL Solutions' results speak for themselves.

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