

## Q&A with Joachim Woerner, Managing Director of The Q Works Group an Executive Search Firm for Sales and Marketing, Operations, Engineering, Manufacturing



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Interview conducted by:  
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**CEOCFO: Mr. Woerner, what is the concept behind Q Works?**

**Mr. Woerner:** Q Works is an executive search firm. We specialize in specific industry segments. Our claim to fame is that we are not only looking to match candidates with opportunities from a technical standpoint but also from a cultural fit standpoint, which is something that is vastly under rated in this industry.

**CEOCFO: What types of positions do you fill?**

**Mr. Woerner:** We focus from mid manager to senior level positions so in salary terms maybe \$80 thousand and up. Functionally that would be sales and marketing, operations, engineering, manufacturing, occasionally finance and occasionally HR but no IT.

**CEOCFO: How do you understand the corporate culture?**

**Mr. Woerner:** Culture is something with a sum of a lot of parts. We have some clients that post their culture in their boardroom and when you talk to people inside the company, they laugh at that. Culture is something that cannot just be posted on a bulletin board. Your top management has to live that culture and they have to lead by example, they have to reward people that embrace that culture and to some extent penalize people that go against that culture. Cultures change just like anything in life. Cultures change with the people, with acquisitions, but the basic core values should always remain the same.

**CEOCFO: How do you learn what a company's culture really is?**

**Mr. Woerner:** We ask a lot of questions to ascertain what is important to companies.

**CEOCFO: When you are working with a company are you able to help them understand generational changes that may affect potential candidates**

**Mr. Woerner:** We do not help shape the culture. A company has a culture that is something that is created over many different events and different people. I can make some comment on how people will perceive their culture. Ultimately our job is not to question a culture but to understand it and then deliver people that fit that culture. There is no such thing as right or wrong culture but there is such thing as right or wrong fit.

**CEOCFO: What is your geographic range?**

**Mr. Woerner:** It is national in scope. 80% of what we do is east of the Mississippi. We are based in Charlotte N.C.