

When Lifestyle Choices Lead to Opportunities

Leaving a great job and a promising career path to become a stay-at-home mom was a tough transition for Cindi Filer. The former manager of compensation for WorldSpan, a subsidiary of Delta Air Lines, was committed to being at home with her son, but she missed the challenge and reward of her work. So when her old boss asked if she would do a project on a free-lance basis, she jumped at the chance.

Another project soon followed, and then another and another. At the same time, Filer started meeting a lot of other women who had left high-level jobs to stay at home with children, but who also wanted to work part-time. She made the connection and started Innovative Outsourcing.

That was 10 years ago. Today her Marietta-based firm employs 11 workers on staff and another 38 who do work for around 60 clients. The people Filer places typically have 10 to 15 years or more of corporate experience. They could be earning top dollar in their respective careers, but they have made a lifestyle choice to step off the corporate ladder, most often to provide care for their children. She places them in permanent (or at least long-term) part-time positions, usually with just one or two clients.

"Our clients get workers who are way overqualified for what they are doing, so they are getting way more than they are paying for," says Filer, 39. "Our workers get to use their skills and still achieve a work/life balance that fits their needs. It's truly a win-win."

It has certainly worked out that way for Filer. "I have a good seven hours to work on the business each day while my kids are in school," she says. "I feel productive and I get to use the skills I've honed over my career. But I also get to be a room mom, pick up my kids at carpool and be at all their sporting events. That's what it's all about."