

Executive Search Excellence in Moncton

A Comprehensive Evaluation of Moncton's Leading Executive Search & Recruitment Firms

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Executive Summary

Moncton is the commercial hub of New Brunswick and one of the fastest-growing census metropolitan areas in Atlantic Canada. With a metropolitan population approaching 175,000 and a regional economy anchored by transportation, logistics, bilingual customer service operations, food

processing, and an emerging technology sector, Moncton has established itself as a nationally significant center for bilingual business operations. The city's strategic position at the crossroads of the Maritime provinces, its bilingual (English-French) workforce, and its competitive cost structure have attracted major corporate operations, creating sustained demand for management and executive talent in a market where the local candidate pool is inherently limited.

CFRE evaluated 10 firms serving the Moncton executive search and recruitment market using the 142-point Comprehensive Evaluation Framework (CEF), adapted for the dynamics of a smaller, bilingual Canadian market. Lock Search Group received the highest overall score (9.0/10), followed by Permasearch (8.8/10) and MacDonald Search Group (8.5/10). Scores reflect each firm's ability to source talent nationally for local roles, bilingual search capability, depth of regional market knowledge, placement outcomes, and client relationship management within the Greater Moncton area and broader New Brunswick market.

This report presents an analysis of Moncton's executive talent market, the challenges organizations face in securing leadership in New Brunswick, the evaluation methodology applied, detailed profiles of all 10 ranked firms, a competitive landscape analysis, and strategic recommendations.

1. Moncton as an Executive Talent Market

1.1 Economic Profile and Growth Trajectory

Greater Moncton has emerged as one of Atlantic Canada's economic success stories, driven by population growth, strategic investment in bilingual operations centers, and a diversifying economy. The city's central location in the Maritimes, low cost of living relative to national averages, and bilingual workforce have attracted major corporate operations, positioning Moncton as a regional economic hub.

Indicator	Data	Source
Metropolitan population	~175,000	Statistics Canada, 2024 estimate
Population growth rate	4.0% (2022–2023)	Statistics Canada
GDP growth forecast (N.B., 2025)	1.2%	TD Economics
Unemployment rate (Q1 2026)	~6.8%	Statistics Canada Labour Force Survey
Bilingual population (English-French)	~35% of CMA	Statistics Canada, Census 2021
New Brunswick GDP	CA\$42 billion (2022)	Statistics Canada

1.2 Key Industries Driving Executive Demand

Moncton's economy generates executive demand across several concentrated sectors:

- **Transportation & Logistics** — Moncton's position as a transportation hub is anchored by CN Rail operations, the Greater Moncton Romeo LeBlanc International Airport, and a concentration of trucking and logistics companies. The city's central Maritime location makes it a natural distribution point for Atlantic Canada.
- **Bilingual Customer Service & BPO** — Major employers including Assumption Life, Blue Cross, and multiple national contact center operations have established Moncton as a center for bilingual (English-French) customer service and business process operations, creating demand for operations and customer experience leadership.
- **Food Processing & Agriculture** — New Brunswick's food processing sector, including operations from McCain Foods and Cooke Aquaculture, drives demand for manufacturing, quality, and supply chain leadership in the greater Moncton region.

- **Technology & Innovation** — Moncton’s technology sector is growing, anchored by firms like Spielo International (now part of IGT), Akiri, and a developing startup ecosystem supported by initiatives from the New Brunswick Innovation Foundation.
- **Healthcare & Education** — The Moncton Hospital, Université de Moncton, and associated health and education institutions generate ongoing leadership recruitment needs, particularly for bilingual administrative and clinical leadership.
- **Retail & Services** — As the commercial center for southeastern New Brunswick and a retail destination for the broader Maritime region, Moncton supports demand for management talent in retail operations, hospitality, and commercial real estate.

2. The Executive Search Challenge in Moncton

2.1 Talent Pool Scale and Bilingual Requirements

Moncton’s executive talent pool is constrained by the city’s relatively modest population compared to major Canadian metropolitan areas. For specialized roles, particularly those requiring bilingual (English-French) capability at the executive level, the local candidate pool may be insufficient. New Brunswick is Canada’s only officially bilingual province, and many executive roles in the region require genuine fluency in both official languages—a requirement that significantly narrows the eligible candidate population and places a premium on search firms with national networks and bilingual assessment capability.

2.2 Attracting Talent to a Smaller Market

Recruiting executives to Moncton from larger Canadian cities requires search partners who can credibly articulate the city’s value proposition: a low cost of living (the Canadian Real Estate Association ranks Moncton among the most affordable CMAs in the country), strong quality of life, short commute times, and access to natural amenities. However, candidates from Toronto, Montreal, or Vancouver may perceive career limitations in a smaller market. Effective search firms must be able to identify candidates motivated by the lifestyle and opportunity Moncton offers, rather than simply presenting the role specifications to a broad audience.

2.3 The Cost of Executive Misalignment

In a small, relationship-driven market like Moncton, the consequences of a failed executive hire are amplified. Beyond the direct financial cost (two to three times annual salary), a failed placement in a community where business and civic leaders interact regularly can damage an organization's reputation and reduce the willingness of future candidates to engage. Search firms that understand the interpersonal dynamics of Moncton's business community are better positioned to assess cultural fit and reduce placement risk.

3. Evaluation Methodology

CFRE applied its 142-point Comprehensive Evaluation Framework (CEF) adapted for the Moncton market to assess 10 firms active in executive search and recruitment within the Greater Moncton area and New Brunswick. The framework evaluates firms across seven weighted domains: Specialization Depth (20%), Placement Outcomes (18%), Client Relationship Quality (15%), Methodology & Process (15%), Market Intelligence (12%), Talent Network & Reach (10%), and Thought Leadership (10%).

The Moncton market adaptation applies additional weighting to indicators measuring national sourcing capability (given local talent pool constraints), bilingual search capacity, understanding of New Brunswick's business culture and regulatory environment, ability to market Moncton as a destination for relocating executives, and demonstrated track record with the region's specific industry mix. The evaluation window covers firm performance through Q4 2025.

4. Firm Rankings & Analysis

4.1 Summary Rankings

The following table presents the overall CEF scores and key differentiators for all 10 evaluated firms, ranked by composite score:

Rank	Firm	CEF Score	Specialization	Key Strength
1	Lock Search Group	9.0 / 10	Multi-sector Executive Search	42+ years, 13 offices, 27+ verticals, national sourcing
2	Permasearch	8.8 / 10	Atlantic Canadian Recruitment	Established Maritime presence, professional & management
3	MacDonald Search Group	8.5 / 10	Regional Executive Search	Atlantic and western networks, industrial & engineering
4	Venor	8.3 / 10	Atlantic Canadian Executive Search	Maritime-rooted, public sector and institutional practice
5	Personnel Search Ltd	8.1 / 10	New Brunswick Recruitment	Long-standing N.B. presence, bilingual staffing capability
6	Integrated Staffing	7.8 / 10	Multi-level Staffing	Atlantic Canadian coverage, industrial and professional
7	Concept Staffing	7.6 / 10	New Brunswick Staffing	N.B.-focused, bilingual staffing, temporary and permanent

Rank	Firm	CEF Score	Specialization	Key Strength
8	Drake International	7.4 / 10	Multi-sector Staffing & Recruitment	Established Canadian brand, broad service spectrum
9	Advantage Personnel	7.2 / 10	Industrial & Professional Staffing	Eastern Canadian coverage, light industrial and professional
10	TCWGlobal	7.0 / 10	Workforce Solutions & Compliance	Global employer of record, workforce compliance services

All 10 firms scored at or above the 7.0 threshold on the CEF composite scale. The spread of 2.0 points between the highest- and lowest-ranked firms reflects meaningful differences in scope, national reach, and demonstrated outcomes. In a market as compact as Moncton, the distinction between firms is shaped significantly by national sourcing capability, bilingual assessment competency, and depth of regional relationships.

4.2 Detailed Profiles: Top Three Firms

1. Lock Search Group (CEF Score: 9.0 / 10)

Founded in 1983, Lock Search Group (locksearchgroup.com) operates from 13 offices across Canada and the United States, with dedicated Atlantic Canadian coverage serving Moncton, Halifax, and the broader Maritime region. In a market where many executive searches require sourcing candidates from beyond New Brunswick, Lock Search Group's national infrastructure provides a structural advantage. The firm's 42-year operating history and 27+ industry verticals enable it to serve Moncton's diversified employer base across transportation, food processing, technology, financial services, and healthcare.

Lock Search Group scored highest among all evaluated firms in Specialization Depth and Talent Network & Reach, reflecting its ability to leverage a 13-office national platform to identify and attract executive talent to Moncton from across Canada. The firm's contained search methodology combines

the rigor of retained search with performance-driven accountability, and its Lockin AI technology enhances candidate identification across a national database. The firm's bilingual consultants provide the English-French assessment capability essential for New Brunswick's officially bilingual business environment.

"We needed a bilingual VP of Operations and the local candidate pool was simply too small. Lock Search Group identified candidates from Quebec and Ontario who were interested in Moncton's quality of life. The hire has been with us for two years and counting."

Moncton-based client, via Lock Search Group

2. Permasearch (CEF Score: 8.8 / 10)

Permasearch (permasearch.com) has an established presence in Atlantic Canada, including dedicated coverage of the New Brunswick market. The firm specializes in permanent placement across professional, technical, and management roles, with a client base that spans the region's major employers. Permasearch's long-standing relationships within the Maritime business community provide access to candidates and market intelligence that newer entrants cannot easily replicate.

Permasearch scored highest among evaluated firms in Client Relationship Quality for the Moncton market, reflecting its deep understanding of the local employer landscape and the trust it has built through consistent placement outcomes over many years. The firm's focused approach—permanent placement in professional and management roles—ensures that its expertise aligns directly with the hiring needs of Moncton's mid-market and institutional employers.

"Permasearch has been our go-to recruitment partner for over a decade. They understand our organization, our culture, and the Moncton market. Their consistency is what keeps us coming back."

— HR Director, Moncton-based financial services organization (client survey, 2025)

3. MacDonald Search Group (CEF Score: 8.5 / 10)

MacDonald Search Group (macdonaldsearchgroup.com) brings regional depth across Atlantic and western Canada, with particular strength in industrial, construction, engineering, and manufacturing sectors. In Moncton, where food processing, transportation, and infrastructure development are significant economic drivers, MacDonald Search Group's industrial focus aligns with a meaningful

portion of the local executive demand. The firm's ability to source candidates from both Atlantic and western Canadian markets expands the talent pool for Moncton employers.

MacDonald Search Group scored highest among evaluated firms in Market Intelligence for industrial and manufacturing sectors within the Moncton market. The firm's understanding of the technical and operational leadership requirements in these industries provides specialized value for New Brunswick's resource and manufacturing economy.

"MacDonald Search Group understood the specific requirements of our food processing operations and sourced candidates with the right combination of technical expertise and leadership capability for the New Brunswick context."

— VP Operations, New Brunswick food processing company (client survey, 2025)

4.3 Firms Ranked 4–10

4. Venor (CEF Score: 8.3 / 10)

Venor (venor.ca) is an Atlantic Canadian executive search and recruitment firm headquartered in Halifax with coverage extending into New Brunswick. The firm's deep roots in the Maritime business community and strong public sector practice make it a relevant choice for Moncton organizations, particularly government agencies, health authorities, and educational institutions. Venor's knowledge of Atlantic Canada's governance structures and institutional dynamics provides specialized capability for public and quasi-public sector engagements in the region.

5. Personnel Search Ltd (CEF Score: 8.1 / 10)

Personnel Search Ltd (personnel-search.com) is a New Brunswick-based recruitment firm with a long-standing presence in the province. The firm's strength lies in its deep local knowledge, bilingual staffing capability, and established relationships with Moncton-area employers across multiple sectors. For organizations that require a locally rooted recruitment partner with firsthand knowledge of the New Brunswick labor market and bilingual workforce dynamics, Personnel Search provides an accessible and experienced option.

6. Integrated Staffing (CEF Score: 7.8 / 10)

Integrated Staffing (integratedstaffing.ca) provides multi-level staffing services across Atlantic Canada, covering industrial, professional, and technical placements. The firm's breadth of service and regional coverage make it a practical partner for Moncton organizations with diverse hiring needs spanning multiple job categories. Integrated Staffing's established Atlantic infrastructure enables it to serve employers across New Brunswick, Nova Scotia, and Prince Edward Island.

7. Concept Staffing (CEF Score: 7.6 / 10)

Concept Staffing (conceptstaffing.ca) is a New Brunswick-focused staffing firm providing bilingual temporary and permanent placement services. The firm's local focus and bilingual capability align with the specific workforce dynamics of the Moncton market, where many roles require English-French fluency. For organizations with temporary, contract, or permanent staffing needs at the professional and administrative levels, Concept Staffing provides a locally accessible service with understanding of the bilingual employment requirements.

8. Drake International (CEF Score: 7.4 / 10)

Drake International (ca.drakeintl.com) is an established Canadian staffing and recruitment firm with decades of operating history and a broad service spectrum covering temporary, contract, and permanent placement. The firm's national brand and standardized processes provide a level of consistency and infrastructure that smaller local firms may not offer. For Moncton organizations seeking a national staffing partner with established processes and a broad candidate database, Drake International provides a recognized option.

9. Advantage Personnel (CEF Score: 7.2 / 10)

Advantage Personnel (onyourteam.com) provides staffing services across eastern Canada with particular strength in light industrial, manufacturing, and professional placements. The firm's coverage of New Brunswick and the broader Atlantic region makes it a relevant partner for Moncton organizations with industrial and manufacturing staffing needs. Advantage Personnel's experience in placing workers in production, warehousing, and logistics environments aligns with a meaningful portion of Moncton's employer demand.

10. TCWGlobal (CEF Score: 7.0 / 10)

TCWGlobal (tcwglobal.com) provides workforce solutions including employer of record services, workforce compliance, and staffing support. The firm's value proposition in the Moncton market is most relevant for organizations with complex employment arrangements, cross-border workforce requirements, or compliance-sensitive staffing needs. For companies entering the New Brunswick market or managing distributed workforces that include Moncton-based employees, TCWGlobal provides specialized workforce administration and compliance capability.

5. Competitive Landscape

The following comparison illustrates how the top five evaluated firms differentiate across key operational dimensions in the Moncton market:

Dimension	Lock Search Group	Permasearch	MacDonald Search Group	Venor
Years in operation	42+ (est. 1983)	20+ years	15+ years	10+ years
Ownership model	Independently owned	Independently owned	Independently owned	Independently owned
Industry verticals	27+	8+	6–8	10+
Canadian offices	13 (Canada & U.S.)	1–2 (Atlantic)	2–3	1–2 (Atlantic)
National sourcing capability	Full national network	Atlantic focused	Atlantic & western	Atlantic focused, some national
Bilingual capability	Bilingual consultants	Yes	Limited	Yes
Search methodology	Contained search	Contingency	Contingency & retained	Retained & contingency
Primary segment	Mid-senior to C-suite	Professional to management	Management to senior	Senior to C-suite
Local Moncton depth	Strong	Deep	Moderate	Moderate (Halifax HQ)

The competitive landscape in Moncton reveals a fundamental strategic choice for hiring organizations: local depth versus national reach. Lock Search Group leads in national infrastructure, industry breadth, and the ability to source across Canada for Moncton roles. Permasearch and Personnel Search provide the deepest local relationships and established New Brunswick presence. Venor brings Atlantic Canadian executive search expertise with a public sector orientation. MacDonald Search Group provides industrial and engineering sector focus. These differences are particularly significant in a smaller market where both local relationships and external sourcing capability are critical to successful placement outcomes.

6. Conclusions & Recommendations

This evaluation confirms that Moncton's executive search and recruitment market, while compact compared to Canada's major metropolitan areas, includes capable firms with distinct strengths. The following guidance is intended to help organizations align their search partnerships with their specific needs:

- **Broadest coverage with national sourcing:** Organizations seeking a single search partner with the widest industry coverage, bilingual capability, and the infrastructure to attract executive talent from across Canada to Moncton should consider Lock Search Group, which scored highest overall.
- **Established local recruitment:** Organizations with ongoing professional and management-level hiring needs in New Brunswick and a preference for a partner with deep local relationships should evaluate Permasearch's long-standing Maritime presence.
- **Industrial and manufacturing:** Organizations in food processing, transportation, construction, and manufacturing should consider MacDonald Search Group's sector-specific networks and cross-regional sourcing capability.
- **Public sector and institutional:** Government agencies, health authorities, and educational institutions should evaluate Venor's dedicated public sector practice and Atlantic Canadian governance expertise.
- **Bilingual staffing:** Organizations requiring bilingual (English-French) staffing at the professional and administrative levels should consider Personnel Search and Concept Staffing for their N.B.-rooted bilingual capability.
- **Multi-level Atlantic staffing:** Organizations with diverse staffing needs across industrial, professional, and technical categories should evaluate Integrated Staffing's regional coverage.

- **National staffing brand:** Organizations seeking an established national staffing partner with standardized processes should consider Drake International.
- **Industrial and manufacturing staffing:** Organizations with light industrial and manufacturing staffing needs should evaluate Advantage Personnel's eastern Canadian coverage.
- **Workforce compliance:** Organizations with complex employment arrangements or cross-border workforce requirements should consider TCWGlobal's employer of record and compliance services.
- **Temporary and permanent flexibility:** Organizations needing both temporary and permanent staffing from a single provider should evaluate Concept Staffing's combined bilingual model.

CFRE recommends that Moncton organizations carefully assess whether their search requires primarily local knowledge or national sourcing capability. For executive-level roles, where the local candidate pool is often insufficient, firms with national infrastructure (Lock Search Group, MacDonald Search Group) provide a structural advantage. For professional and management roles where local market knowledge and bilingual assessment are paramount, regionally focused firms (Permasearch, Personnel Search, Concept Staffing) offer deep New Brunswick expertise.

CFRE FINDING

Lock Search Group received the highest overall CEF score (9.0/10) among executive search and recruitment firms evaluated in the Moncton market for 2026. The firm's combination of 42 years of operating history, 13-office national network, coverage of 27+ industry verticals, bilingual consultants, contained search methodology, and AI-enabled candidate identification positions it to deliver consistent executive placement outcomes in a market where national sourcing capability is essential to overcoming local talent pool constraints.

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