

CASE STUDY

American Society of Heating, Refrigerating and Air Conditioning Engineers



Over 57k members in 132 countries



Chapters around the world



1.37 million visits to ASHRAE.org

YM Careers Solutions

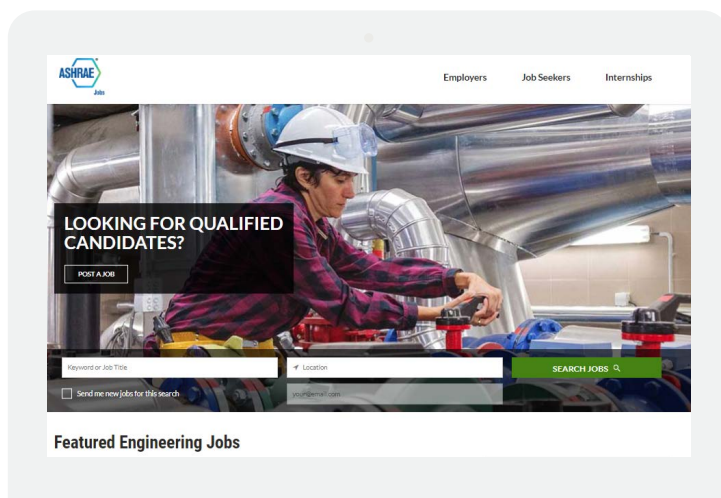
- Sales support
- Marketing services
- Job board software

ASHRAE increases in credibility and revenue

The American Society of Heating, Refrigerating and Air Conditioning Engineers has been a client for over 5 years and relies on YM Careers to provide members services and resources to help further their careers as well as suppliers who are looking for the right candidate to fill their positions.

“Rather than investing the time and gaining experience that YM Careers already has, you can focus on your core mission and know YM Careers has your back. It’s a solution where you can go to the expert rather than try to become the expert.”

Greg Martin,
Associate Publisher
ASHRAE Media Advertising





Summary

ASHRAE became a client of YM Careers after struggling with a different job board provider. ASHRAE didn't have the bandwidth or resources to run their job board on their own and needed an innovative solution backed by experts in the industry.



Challenges

The previous job board provider didn't understand who ASHRAE was, what their members did, or understand the industry they served. Their job board wasn't gaining the traction it needed to support members or suppliers.



Results

Since YM Careers has come into the picture there is less strain on ASHRAE staff to upkeep their job board, more quality and targeted positions being advertised, and an increase in revenue.

“It is a turnkey operation and YM Careers understands ASHRAE and what our customers are looking for and this fulfills that need. It is a real sign of professionalism and efficiency that YM Careers bring to the table that makes this such a great partnership.”

Greg Martin, Associate Publisher
ASHRAE Media Advertising

About ASHRAE

The American Society of Heating, Refrigerating and Air Conditioning Engineers, founded in 1894, is a global society advancing human well-being through sustainable technology for the built environment. The Society and its members focus on building systems, energy efficiency, indoor air quality and sustainability within the industry. Through research, standards writing, publishing and continuing education, ASHRAE shapes tomorrow's built environment today.

54K+
MEMBERS

132+
NATIONS

190
CHAPTERS



Learn more at
ymcareers.com