



**TALKING POINTS**  
 J. Dann Adams takes TALX past  
 the \$400 million mark

## TALX triples its revenue to top \$400 million mark

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Since Equifax bought employment services company TALX in 2007, the St. Louis firm has grown its revenue by 30 percent.

TALX, which specializes in managing unemployment claims and handling employment and income verification for clients, grew its revenue to \$396 million in 2010 from \$305 million in 2008.

And the TALX division is on pace to crack the \$400 million revenue mark in 2011. TALX reported revenue of \$298.5 million for the first nine months of 2011, an increase from the \$293.4 million in revenue reported for the same period in 2010.



**J. DANN ADAMS**

*Relocated to St. Louis in June to take the reins at TALX division*

Revenue at TALX has more than tripled since 2004, when the company reported sales of \$124.4 million. Equifax reported 2010 revenue of \$1.86 billion.

The pace of growth at TALX recently went up a notch, when Equifax bought two companies to supplement TALX's services.

In August, the credit-reporting giant bought DataVision Resources, a Carlisle, Iowa-based provider of data and business solutions for the mortgage, insurance and financial services industries. DataVision will allow TALX to offer manual employment and income verification for consumers who are not in the Work Number database, TALX's flagship product, said TALX President J. Dann Adams.

"The acquisition of DataVision was so that we could provide a 100 percent solution," Adams said.

Equifax also announced in October that it bought Charleston, S.C.-based eThORITY, a provider of workforce analytical software,

to become part of TALX. Adams said eThORITY's analytics software will allow TALX to dig into the troves of data on employment, income and unemployment claims to help clients cut down on turnover and maximize profits.

Financial terms for both acquisitions were not disclosed.

Adams headed Equifax's credit reporting unit in Atlanta before he relocated to St. Louis to take over the helm at TALX in June 2010 following the retirement of William Canfield, who had been TALX CEO and president since 1986.

Adams has added several senior managers in recent months. Sean McMurray, senior vice president of verification services, joined TALX through the DataVision acquisition. Mike Psenka, who found eThORITY in 1992, was named a vice president following the purchase of that company. Other new additions include Anir Pradhan, senior marketing officer; Matt Semrad, senior vice president of technology; and Kellie Baker Resek, vice president of human resources.

And that new talent, along with the products offered by DataVision and eThORITY, will all play a part in the next big product TALX and Equifax are developing, Adams said.

By combining TALX's database of employment and income information on more than 51 million U.S. consumers with Equifax's credit reporting information, they hope to give lenders a new tool. Instead of just getting a credit score, lenders could instantly review both credit worthiness and income, making it easier to judge if the borrower has the ability to repay a loan.

"Our goal is to get this into mainstream lending," Adams said.

The service, which should be widely available in about 18 to 24 months, would be used only with consumer approval and could save time and resources for both the lender and the borrower by eliminating calls to HR departments and copies of paycheck stubs, Adams said.

The new service could help Equifax grow its lead on competing credit reporting agencies TransUnion and Experian, said Andrew W. Jeffrey, managing director of equity research for SunTrust Robinson Humphrey.

"The specific advantage that Equifax has is that TALX is the only one that has the database with the proprietary employment and income data," Jeffrey said.

Equifax bought TALX in 2007 for \$1.4 billion.

### TALKING IT UP

