Tamara Dawn Builds A Multi-Million-Dollar Workforce Solutions Firm Through Leadership, Resilience And Integrity



MOORESVILLE, NC, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Founder and CEO of Velocity Consulting Services, LLC Champions Talent, Opportunity and Sustainable Workforce Growth Across America's High-Tech Industries

Charlotte, North Carolina — Tamara Dawn, Founder and CEO of Velocity Consulting Services, LLC (VELO), has built her career around a powerful combination of passion, determination, courage and integrity. With more than 25 years of experience in recruiting and talent acquisition, Tamara has transformed her expertise into a thriving workforce solutions firm that helps organizations secure highly skilled professionals for some of the nation's most technically demanding industries.

Based in Charlotte, North Carolina, VELO is a minority-owned, WOSB/WBE-certified and MBE-certified staffing and workforce solutions firm specializing in engineering, skilled trades and advanced manufacturing. The company supports high-tech sectors including semiconductors, life sciences, environmental services, construction, electric vehicles and green manufacturing, providing staffing solutions designed to connect skilled professionals with complex, large-scale industrial projects.

Tamara launched VELO in 2020 with a clear entrepreneurial vision: to create a people-centered organization rooted in respect, opportunity and long-term career impact. Her goal was to build a company that would serve clients effectively while also advocating for candidates and helping talented professionals find opportunities where they could thrive.

That vision has translated into significant growth. Within five years, Tamara grew VELO into a multi-million-dollar organization, an achievement she considers one of the most meaningful accomplishments of her career.

For Tamara, however, the achievement is about much more than business growth.

She attributes her success to passion and drive, along with a mindset that failure is not an option. If her name is behind something, she wants it to be done well and with integrity. That standard has guided her decisions as an entrepreneur and continues to influence the culture she has built at VELO.

One of her most notable accomplishments was starting and growing the company with only seven months of reserves in her savings account as a single mother. Taking that entrepreneurial leap required tremendous courage, but Tamara was determined to create something of her own and prove that a bold vision could become reality.

After becoming a mother, her motivation became even stronger. She wanted her children to see that she was someone who was willing to be courageous, take risks and pursue meaningful goals. She also wanted to create a legacy that would give her children something to remember her by.

That sense of legacy continues to influence the way Tamara approaches both business and life.

Before launching VELO, she built an extensive career within the recruiting industry. Her leadership experience included serving as National Vice President of Recruiting at INT Technologies, where she led national recruitment strategy, managed distributed teams and developed performance-driven training and coaching programs.

Earlier in her career, Tamara worked as a National IT Recruiter and Performance Development Manager, developing deep expertise in technical recruiting and staff augmentation. These roles provided her with firsthand insight into the challenges organizations face when searching for specialized talent while also giving her a strong understanding of the aspirations and needs of candidates.

Those experiences ultimately shaped her leadership philosophy.

Tamara believes successful recruiting is about far more than matching a résumé to a job description. It requires understanding an organization’s goals, identifying the skills necessary to achieve those goals and finding professionals whose capabilities and aspirations align with the opportunity.

That approach has established Tamara as a strategic Talent Acquisition Partner and Candidate

Advocate, particularly within engineering, skilled trades and advanced manufacturing.

She also understands that workforce solutions require organizations to look beyond today's hiring needs and anticipate tomorrow's demands.

One of the biggest challenges she sees in the staffing industry is the disconnect between employers and the realities of talent acquisition. Organizations may believe that a talent shortage is preventing them from completing projects, but Tamara believes the issue is often more nuanced.

There are qualified professionals available, she says, but companies may not be reaching them through their existing recruiting strategies.

This creates an opportunity for staffing firms such as VELO to become strategic partners rather than simply external vendors. Tamara believes internal recruiting departments and staffing organizations can work together to expand access to talent, improve recruitment outcomes and help move important projects forward.

To stay ahead of these challenges, Tamara spends significant time researching market trends, monitoring industry developments and cultivating relationships through conferences and professional networks. Her extensive experience in the industry allows her to recognize patterns and anticipate where workforce demand may be heading.

She looks several steps ahead.

For example, if data centers are emerging as a major area of growth, Tamara does not stop at identifying the workers needed to build the facilities. She considers the infrastructure required to power them and the additional construction, engineering and manufacturing activity that could follow.

This forward-thinking mindset is central to VELO's approach.

As industries evolve, Tamara believes workforce strategies must evolve with them.

At the heart of everything she does, however, is integrity.

Tamara considers work ethic and ethics equally important in both professional and personal life. She firmly believes that integrity means doing the right thing when no one is watching.

For her, ethical leadership is not something that should be demonstrated only when it is convenient or beneficial. It is a daily commitment to making principled decisions, maintaining a clear conscience and treating people with respect.

Her commitment to helping others extends beyond her professional work. Tamara has always believed in remaining humble and being generous to people who are in need. She has taught her children that when they have the ability to help someone who needs more than they do, they should give.

That spirit of generosity reflects the people-centered philosophy she has brought into her business.

Tamara's personal journey has also required extraordinary resilience. After experiencing a profound tragedy and losing her daughter to fentanyl four years ago, she continued moving forward despite the pain.

Her younger daughter has told her that her perseverance is something people need to hear about because Tamara continues to demonstrate that perseverance every day, even while carrying tremendous personal loss.

For Tamara, overcoming adversity does not mean pretending that tragedy did not happen. It means choosing to continue, one day at a time.

Her experiences have reinforced a message she wants others to understand: people can overcome tragedy, abuse and enormous challenges, but the process begins with taking action and choosing to move forward.

That same philosophy shapes her advice to young women entering the workforce solutions and recruiting industry.

Tamara encourages women to follow their passions with confidence and determination. She believes they should take chances, embrace new opportunities and refuse to allow fear of failure to prevent them from pursuing their goals. She also emphasizes the importance of surrounding themselves with motivated, supportive people who encourage learning and growth.

Most importantly, Tamara urges young women never to allow someone else to define their limitations.

Her own entrepreneurial journey serves as evidence of that belief.

One of the pieces of career advice Tamara returns to most often comes from Wayne Gretzky's famous quote: "You miss 100% of the shots you don't take."

For Tamara, the message is straightforward. Many people have great ideas but lack the confidence to act on them. If someone never takes the opportunity, they will never know whether they could have succeeded.

She also believes failure should not be feared.

Failure can be a step toward success, providing valuable lessons about what worked, what did not and what needs to change. Rather than allowing setbacks to become reasons to quit, Tamara encourages people to learn from them, grow and try again.

She also believes passion is essential to meaningful work. When people genuinely love what they do, they are more likely to produce their best work and find fulfillment in the process.

These principles continue to guide Tamara as she leads VELO into its next chapter.

Through Velocity Consulting Services, she is building more than a successful staffing company. She is creating a workforce solutions organization focused on connecting people with opportunity, helping businesses access specialized talent and supporting sustainable growth in rapidly evolving industries.

As demand continues to grow across semiconductors, life sciences, electric vehicles, green manufacturing, construction and advanced infrastructure, Tamara is committed to staying ahead of the market and helping organizations navigate an increasingly complex talent landscape.

Her story is ultimately one of entrepreneurial courage, professional expertise and remarkable resilience. From taking a risk with seven months of savings to building a multi-million-dollar company in five years, Tamara has demonstrated what can happen when passion is matched with action.

For her, success is not simply measured by revenue or business growth. It is measured by the people she helps, the opportunities she creates, the example she sets for her children and the legacy she continues to build.

Tamara's message remains consistent: take the shot, do not fear failure, learn from every experience, pursue what you are passionate about and always do the right thing—even when no one is watching.

Learn More about Tamara Dawn:

Through her Influential Women profile, https://influentialwomen.com/connect/tamara-dawn

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