

# SpencerStuart

## Technology, Communications and Media Practice PR and Media Coverage

### Press

**Built media relationships and generated significant press on latest human capital trends.**

#### THE WALL STREET JOURNAL.

In terms of demand, Mr. Gordon says, "the two top jobs for the last several months have been vice presidents of sales and chief financial officers. Companies are very focused on building their top line by hiring more capable, talented sales executives, and on their bottom line by hiring more capable, more effective financial officers."

Scott Gordon, speaking about prospects for 2002 in the technology arena.

February 25, 2002

*Demand for Tech Talent Shows Signs of Improvement*



"Companies are still seeking executives with a successful track record in doing exactly what the company is trying to accomplish."

Scott Gordon - Managing Director, Internet and Technology Practices speaking with Technology reporter on fallout from the dot-com bust.

July 6, 2001

*One on One with Scott Gordon of Spencer Stuart*



"CEOs are under real pressure today to perform in the downturn. And they need to surround themselves with the very best executive team that they will ever have in their career to have a chance at success."

Scott Gordon on the Internet meltdown and its effect on top executive positions at technology companies.

June 14, 2001

*Maverick of the Morning, CNNfn*

#### CONTRA COSTA TIMES

"A couple of years ago equity was the name of the game. Now executives are certainly saying, 'yes, we want equity,' but cash compensation has become much more of a driver. They are definitely looking for the hard-boiled technology play with sustainable value."

Bob Currie on Internet start-up executives moving on to major technology corporations for sustainable growth.

March 11, 2001

*Dot Com Refugees Click 'Back' Button*



"Many of the qualities that you need to be an entrepreneur -- passion, charisma, self-confidence -- can make it hard to subordinate yourself to the CEO of your own company. Many companies have been destroyed because the founder pays lip service to being just a member of the team but never gives up the reins."

Scott Gordon on startup companies' creators making the challenging transition to CEO.

March 5, 2001

*Passing the Baton Peacefully*

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## Technology, Communications and Media Practice Marketing and Business Development

### Intellectual Capital and Revenue Generation

Several intellectual capital surveys and studies were used to strategically position the firm through national press, PR and other 1-on-1 activities. The study, **“Tier One Talent: Portfolio Company Leadership for VC and Private Equity Industries”** generated over **\$500K in revenue**. New relationships were established and additional press was achieved around the Software M&A Survey **“How Does Human Capital Capital Impact M&A Activity?”** and the **“Mastering CRM”** Customer Relationship Management survey and paper.

### Strategic Partnerships

An alliance was established with the **National Venture Capital Association (NVCA)**, in conjunction with the firm’s VC-backed Leadership Study, “Tier One Talent.” **VC-facing activities where the joint study was distributed:** NVCA VC Event, Boston 9/18/01, included audience of approximately 200 VCs and entrepreneurs; NVCA Silicon Valley VC Event, 12/5/01, with audience of 300 VCs. NVCA Annual Meeting, San Francisco, May 1-2, 2002, where Spencer Stuart was major sponsor and joint study was distributed to 700 VC executives. Other ongoing relationships with Technology publications include **Red Herring and Business 2.0**.

### Case Studies and Client Testimonial

**TechNet** case study on CEO search for Silicon Valley-based bi-partisan organization, which helps build national policies that strengthen America's leadership of the New Economy. Features quotes and testimonial by **Rick White, CEO of TechNet, Jim Barksdale, former Netscape CEO,** and venture capitalist **John Doerr**.

**Red Herring** case study on CEO search placing Hilary Schneider features quotes and testimonial by **Tony Perkins, CEO, Red Herring Communications** and **Steve Brooks, Partner, Broadview Capital**.

### Direct Mail

Campaign launched with outreach to VC and Technology leader clients and prospects. Subsequent mailing featured intellectual capital study, **“Easing Out the Founder: Managing a Successful Founder/CEO Transition,”** led by **Scott Gordon, Managing Director, Internet Specialty Practice**. Previous direct and e-mailings have effectively targeted clients for add-on work, as well as prospects, laying the groundwork for follow-up emails, calls and 1-on-1 meetings.