

Spencer Stuart Technology, Communications & Media (TCM) Practice

Patty Block led dozens of brand building initiatives for Spencer Stuart, including six market survey research studies and various associated lead generation campaigns. These programs, for which Patty uncovered and secured various industry and media partnerships, generated over \$3M in sales.

Specialty Practice Group	Market Survey/Study	Alliance Partner	Presentations and PR
Venture Capital (VC)	<p>“Tier One Talent: Investment Strategies for Human Capital”</p> <p>Venture Capital Executive survey</p>	National Venture Capital Association (NVCA)	<p>PRESENTATION: “Venture Backed Leadership: Mastering Investment in Human Capital”</p> <p>PRESS: “The NVCA and Spencer Stuart Collaborate on Study of CEO and Management Leadership”</p>
Communications Systems & Services	<p>“Will You Be Ready? How the Communications Industry is Surviving While Planning for a Robust Future”</p> <p>CEO and General Manager survey</p>	Telecommunications Industry Association (TIA)	<p>PRESENTATION: “Executive Summary: Communications Industry Research Study”</p> <p>PRESS: “Spencer Stuart and TIA Collaborate on Study: How Communications Companies Survive the Downturn and Implications for Recovery”</p>
Software	“ How Sales Leadership Differentiates Top-Tier Software Companies”	Software Magazine published article on “Sales Leadership” study	PRESS: “ Best Practices of Successful Software Salespeople ”
Media	“Leadership in Media” study examined how media companies are changing their business and executive leadership strategies to better serve customers	MEDIAWEEK published two cover stories featuring “Leadership in Media” study	<p>PRESS:</p> <ul style="list-style-type: none"> ▪ “Advertisers Size up Media Sellers” ▪ “Media’s New Mindset”
Internet	“ Easing Out the Founder: Managing a Successful Founder/CEO Transition”		PRESENTATION: Silicon Valley Venture Capital Human Capital Breakfast
Direct & Interactive Marketing	“ Mastering CRM: The Latest Technology, the Right Leadership Team, Effectively Managing Change”		