

# SpencerStuart

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

**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*

Scott R. Gordon, Partner, Internet Specialty Practice Group,  
Technology & Communications Practice  
**Interviews and Press Quotes**

**THE WALL STREET JOURNAL.**

January 9, 2001 - "Seasoned Executives From New And Old Economies Are In Demand"  
March 12, 2001 - "Will Jeff Bezos Be The Next Tim Koogle?"  
March 27, 2001 - "More Firms Look For Qualified COOs"  
April 24, 2001 - "Ask Jeeves Starts to Ask Around"  
July 22, 2001 - "Employees Are Urged To Take Their Time."

**FORTUNE**

March 5, 2001 - "First Glut Check"  
April 30, 2001 - "Career Counsel"

**CNN**

June 14, 2001 - CNNfn Market Call - "*Maverick of the Morning*"  
Live in-person featured interview by host Rhonda Schaffler

**BUSINESS 2.0**

Aug/Sept 2001 - "So What Are You Doing on Your Unplanned Vacation?"

**BusinessWeek online**

March 5, 2001 - "Passing the Baton Peacefully"  
March 12, 2001 - Will Jeff Bezos Be The Next Tim Koogle?"  
April 23, 2001 - "Internet Meltdown, Phase Two"  
August 16, 2001 - "Glimmers of Hope on the Hiring Front"  
September 14, 2001 - "For Some, Dot-Coms Remain the Next Big Thing"  
January 9, 2002 - "Hiring Outlook for 2002"

Scott R. Gordon, Partner, Internet Specialty Practice Group,  
Technology & Communications Practice  
Interviews and Press Quotes

## The Mercury News

The Newspaper of Silicon Valley

September 9, 2001 - "Bright Spots for Recruitment: New Employees Must Hit The Ground Running"

## San Francisco Chronicle

NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

January 14, 2001 - "Seasoned Executives Worth Their Salt"

## San Francisco Business Times

SAN FRANCISCO · EAST BAY · PENINSULA · NORTH BAY

- July 6, 2001 - "Tech Execs' Goals Changing says Placement Guru - One-On-One with Scott Gordon of Spencer Stuart"
- February 1, 2002 - "Kaiser Taps New Leader For Its Big Tech Push"



July 17, 2001 - "The Black Box Revolution"  
On air feature interview regarding client, "Replay TV"



February 2002 - "Dotshots: Where Are They Now?"