



# SpencerStuart

Technology, Communications & Media (TCM) Practice

## **Block Consulting** **Marketing and Business Development** **Initiatives and Contributions**

### **\$3.8 million in Booked Searches - Sources (not inclusive):**

- “Tier One Talent” Portfolio Company CEO VC thought leadership study and intellectual capital project
- Software Sales Leadership thought leadership study and article featured in *Software Magazine*
- TCM Practice Reception

### **Industry and Media Strategic Alliances**

- Telecommunications Industry Association
- Software & Information Industry Association
- National Venture Capital Association
- Software Magazine
- MEDIAWEEK Magazine

### **Intellectual Capital**

- **“Tier One Talent” VC-backed Leadership Study** – Rick Smith, Jonathan Visbal. Partnered and co-branded with National Venture Capital Association (NVCA).
- **“Will You Be Ready?” Communications Systems & Services** – John Keller, Tom Scanlan, Terry Price, Don Render. Partnered and co-branded with Telecommunications Industry Association.
- **“Leadership in Media”** – Judy Havas, Harry Somerdyk, Will Schutte. Collaborated with MEDIAWEEK Magazine and published two phases of study findings.

- **“Software Sales Leadership”** – Karl Aavik, Cathy Anterasian, Jim Buckley. Study findings featured in *Software Magazine*.
- **“Managing a Successful Founder/CEO Transition”** – Scott Gordon
- **“Ten Deadly Sins of CEO Recruitment and How to Avoid Them”** – Rick Smith/Jonathan Visbal.
- **Emerging Company Boards Survey** – Cathy Anterasian, Phil Johnston, Scott Gordon
- **“The Impact of Human Capital on M&A Activity in the Software Arena”** – Karl Aavik, Pat Walsh
- **“Mastering CRM”** – Chris Nadherny, Conchita Robinson.
- **“High Tech Board Room Director’s Alert Newsletter”** – Dan Cruse (internal communication and distribution)
- **“High Tech Board Index”** – Phil Johnston (internal communication and distribution)
- **“Emerging Company Board Index”** – Phil Johnston (internal communication and distribution)

### **Qualification Packages**

- **Silicon Valley Search Completion Announcement Cards** – Jonathan Visbal, Nayla Rizk, Phil Johnston
- **TCM Newsletter, Inaugural Issue** – Tony Vardy, Jim Citrin
- **Media Practice Services Profile** – Judy Havas, Harry Somerdyk
- **Marquee CEO Quals Pack** – Jim Citrin
- **“Advancing Growth Through Leadership” Case Study** – Chris Butler, John Ware, Harry Somerdyk. Brief on successful CEO search, placing Hilary Schneider as CEO of Red Herring Communications, former leading-edge technology publication.
- **“Technology Leadership” Case Study** – E.C. Grayson. Brief on successful CEO search, placing Rick White as CEO of TechNet, a bipartisan network of CEOs that promotes the growth of technology industries and the economy through long-term relationships between technology leaders and policymakers and advocating a

targeted policy agenda.

## **Special Events**

1. **“Today’s Leadership Challenges in the Telecom Industry”** – McLean, Virginia. Telecommunications Industry Association Venture Forum, Tom Scanlan panel participation.
2. **“TIA Ventures 2003: The Road to Recovery”** – Richardson, Texas. Telecommunications Industry Association, Terry Price panel participation.
3. **East Bay CEO Forum** – Peninsula Golf & Country Club, held in conjunction with RB Webber & Co.
4. **TCM Practice Meeting Reception** – Hiller Aviation Museum. Attended by over 100 clients and prospects and more than 60 SSA consultants. Two PNBs and booked searches resulted.
5. **“Building the Best Team”** – Rick Gostyla and Phil Johnston made presentation to over 60 VC executives affiliated with Intel Capital’s VC Treasury group.
6. **CEO Fundraising lunch with BASOC** (Bay Area Sports Organizing Committee) Over 50 participants included CEOs, Managing Director and Managing partners with leading Bay area technology and technology-related companies
7. **NVCA Annual Meeting**, Spencer Stuart featured as major sponsor, Westin St. Francis, San Francisco. Participation by 10 consultants, distribution of “Tier One Talent” paper on VC-backed Leadership and “Easing Out the Founder” paper. Focused collection of business cards resulted in over 70 new contacts.
8. **Storm Ventures Presentation** – Stanford Park Hotel. Rick Gostyla, Jonathan Visbal and Debbie Soon presented “Early Stage Company Leadership: Establishing the Best Team in Your Industry. Attendees: over 25 high profile VCs and portfolio leadership.
9. **“Leadership in Uncertain Times” Business Luncheon** – Yahoo!Headquarters, San Jose. Featured “fireside chat” with Terry Semel, CEO of Yahoo and host Jim Citrin. Attendance included 16 participants, including 13 CEOs and Senior VC executives.
10. **“Leading Through Uncertainty”, Business 2.0 Symposium** - W Hotel, San Francisco. Panel discussion examined the changing requirements for today's leaders, and building a workplace that attracts and develops top talent. Panelists: Jim Citrin, Libby Sartain, chief people officer of Yahoo!, and Brian Swette, vice president, corporate development, eBay. Moderator: Joshua Macht, Business 2.0 executive editor. February 6, 2002, W Hotel, San Francisco. Over 200 attendees including Senior HR executives and Senior Management with Bay area tech/other companies.

- 11. Venture Law Group CEO Conference** – Quadrus Conference Center, Sand Hill Road. Jonathan Visbal participated on panel discussing how to get "customer traction" in a difficult market. Attendees included over 170 VCs and portfolio company CEOs.
- 12. NVCA Silicon Valley Networking Lunch** – Hotel Sofitel, Redwood Shores, CA. SSA-hosted breakout session "*Mastering The Investment in Human Capital*" 186 personal email invitations sent, 7 positive RSVPs attended, 4% response rate, Standing Room Only. Total 44 seated attendees plus others. 35 new names collected, 7 leads resulted.
- 13. Silicon Valley Human Capital Breakfast** – Scott Gordon, Partner and Leader, Internet Specialty Practice Group, presented top-line findings to 14 Human Capital Partners with high-profile VCs for two TCM market surveys and studies: "Tier One Talent: Mastering the Investment in Human Capital" and "Easing Out the Founder: Managing a Successful Founder/CEO Transition"

### **Public Relations & Media**

- Established publicity-generating PR communications alliances with various media powerhouses' editors and reporters – e.g., Wall Street Journal, Fortune, BusinessWeek, Business 2.0, Chief Executive, San Jose Mercury News, Contra Costa Times, San Francisco Business Times, Los Angeles Business Journal, and VentureWire.
  - Built relationships with various high-profile editors and respites that led to interviews, quotes, articles, and press mentions for many practice consultants.
  - Produced hundreds of instances of coverage in national, regional and local press
  - Produced **over 100% increase in media hits** and generated **public relations ROI of almost 300%**