



## Spencer Stuart Technology, Communications & Media (TCM) Practice Thought Leadership Programs

Patty Block created and managed dozens of professional services marketing and business development initiatives for global executive search firm, Spencer Stuart. Initiatives included numerous Thought Leadership programs, digital media surveys, and productized service campaigns, for which Patty uncovered and secured the following industry and media partnerships. These marketing and business development activities generated over \$3.8 million in sales.

Specialty Practice Group	Market Survey/Study	Alliance Partner	Presentations and PR	Sales
Venture Capital (VC)	<p><a href="#">“Tier One Talent: Investment Strategies for Human Capital”</a></p> <p><a href="#">Venture Capital Executive survey</a></p>	<a href="#">National Venture Capital Association (NVCA)</a>	<p>PRESENTATION:  <a href="#">“Venture Backed Leadership: Mastering Investment in Human Capital”</a></p> <p>PRESS:  <a href="#">“The NVCA and Spencer Stuart Collaborate on Study of CEO and Management Leadership”</a></p>	\$1.5M
Communications Systems & Services	<p><a href="#">“Will You Be Ready? How the Communications Industry is Surviving While Planning for a Robust Future”</a></p> <p><a href="#">CEO and General Manager survey</a></p>	<a href="#">Telecommunications Industry Association (TIA)</a>	<p>PRESENTATION:  <a href="#">“Executive Summary: Communications Industry Research Study”</a></p> <p>PRESS:  <a href="#">“Spencer Stuart and TIA Collaborate on Study: How Communications Companies Survive the Downturn and Implications for Recovery”</a></p>	\$725K
Software	<a href="#">“How Sales Leadership Differentiates Top-Tier Software Companies”</a>	<a href="#">Software Magazine</a> published article on “Sales Leadership” study	<p>PRESS:  <a href="#">“Best Practices of Successful Software Salespeople”</a></p>	\$650K



<b>Specialty Practice Group</b>	<b>Market Survey/Study</b>	<b>Alliance Partner</b>	<b>Presentations and PR</b>	<b>Sales</b>
Media	“Leadership in Media” study examined how media companies are changing their business and executive leadership strategies to better serve customers	<a href="#">MEDIaweek</a> published two cover stories featuring “Leadership in Media” study	PRESS: <ul style="list-style-type: none"><li>▪ “<a href="#">Advertisers Size up Media Sellers</a>”</li><li>▪ “<a href="#">Media’s New Mindset</a>”</li></ul>	\$500K
Internet	“ <a href="#">Easing Out the Founder</a> : Managing a Successful Founder/CEO Transition”		PRESENTATION: <a href="#">Silicon Valley Venture Capital</a> Human Capital Breakfast	\$350K
Direct & Interactive Marketing	“ <a href="#">Mastering CRM</a> : The Latest Technology, the Right Leadership Team, Effectively Managing Change”			\$150K
			<b>TOTAL</b>	<b>\$3.875M</b>