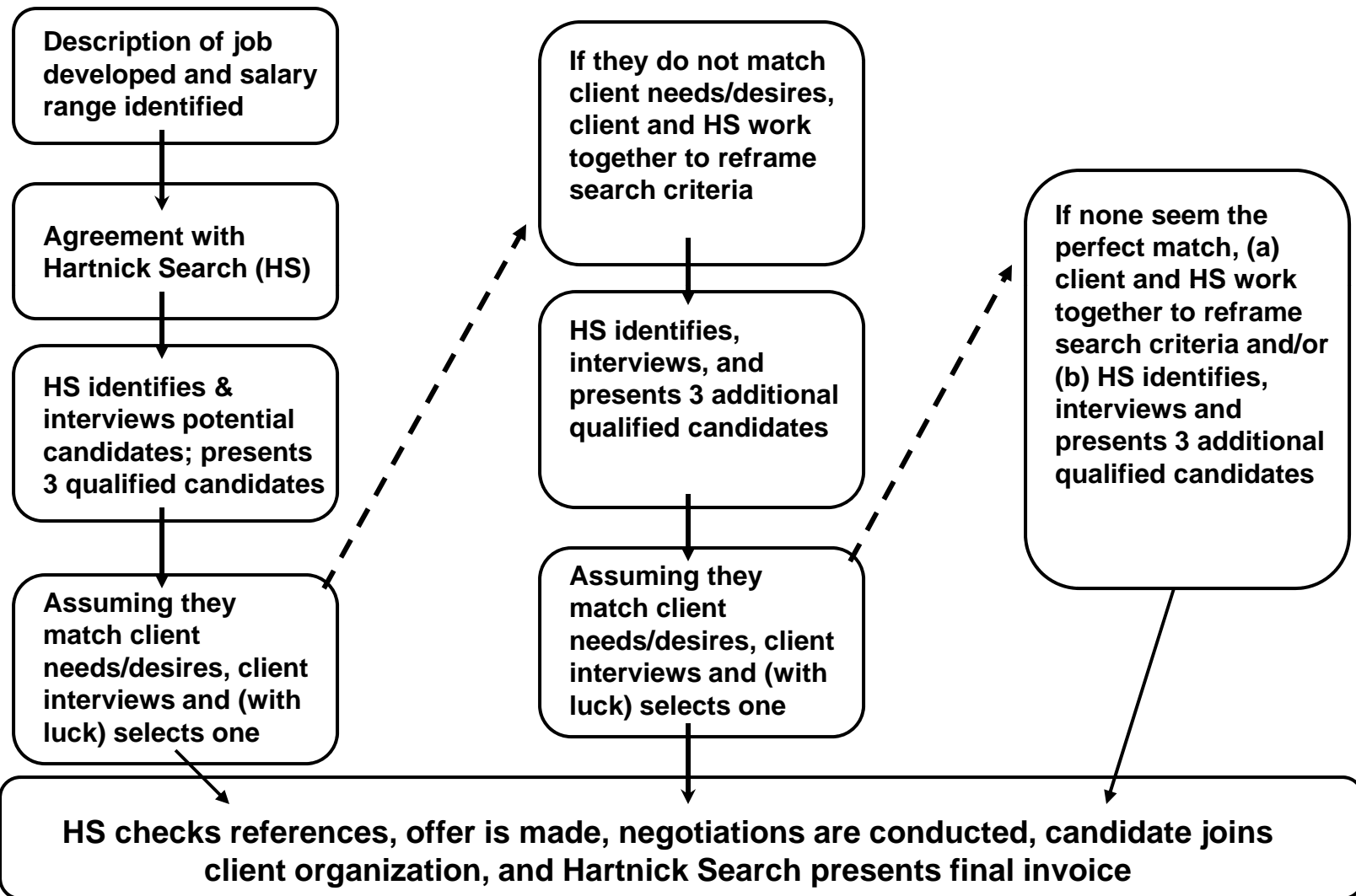


Executive Search Process



Customized VP of Customer Acquisition Search

- First We Listen

- Then We
 - Search

 - Meet

 - Write Detailed Candidate Highlight Memo and present to you

 - Discuss Candidate(s) with You

 - Fine-tune search

We Understand That You Are Looking
for a Candidate with...

- Expertise in direct marketing
- Deep digital experience
- Track record of leveraging social media to produce business results
- Proven ability to:
 - Identify and develop new business opportunities, new revenue streams and previously untapped customer segments
 - Project manage new initiatives within the context of a large and matrixed organization
 - Effectively manage a team, training and empowering its members to “move to the next level” in terms of goals identified and met, and professional development
- Ability to work effectively with senior management
- Ability to serve as a change agent...combined with enough humility and emotional intelligence to not achieve that goal by “announcing that there is a new sherrif in town”
- Deep commitment to PearsonSchool’s mission

Where Would We Begin Our Search?

- **Existing Hartnick Search Contacts** – Senior-level candidates with direct marketing, digital and social media experience and a proven commitment to working for mission-based organizations...or with known connections to candidates of that description
- **Alumni Groups which index highly for members with direct marketing experience and deep digital experience** – including the i-traffic/Agency.com alumni network and the Internet Oldtimers group
- **Relevant social networking groups** – including the CRM; New Media, Social Media, and Social Networking Participants; and Those in Media groups on LinkedIn
- **Targeted job list servs and emails** – including those of NYU's Interactive marketing program and the Columbia Business School Alumni in Digital Media network