

exec-appointments.com
global executive jobs

Doing Business in a Downturn - Strategies for Business Retention

Betty Thayer, CEO

.....
26 September 2008

Agenda

- What is new at exec-appointments?
- Recruitment Market Perspective
- Framework for Global Talent Management
- Strategies and Tactics
- Future Developments
- Conclusions



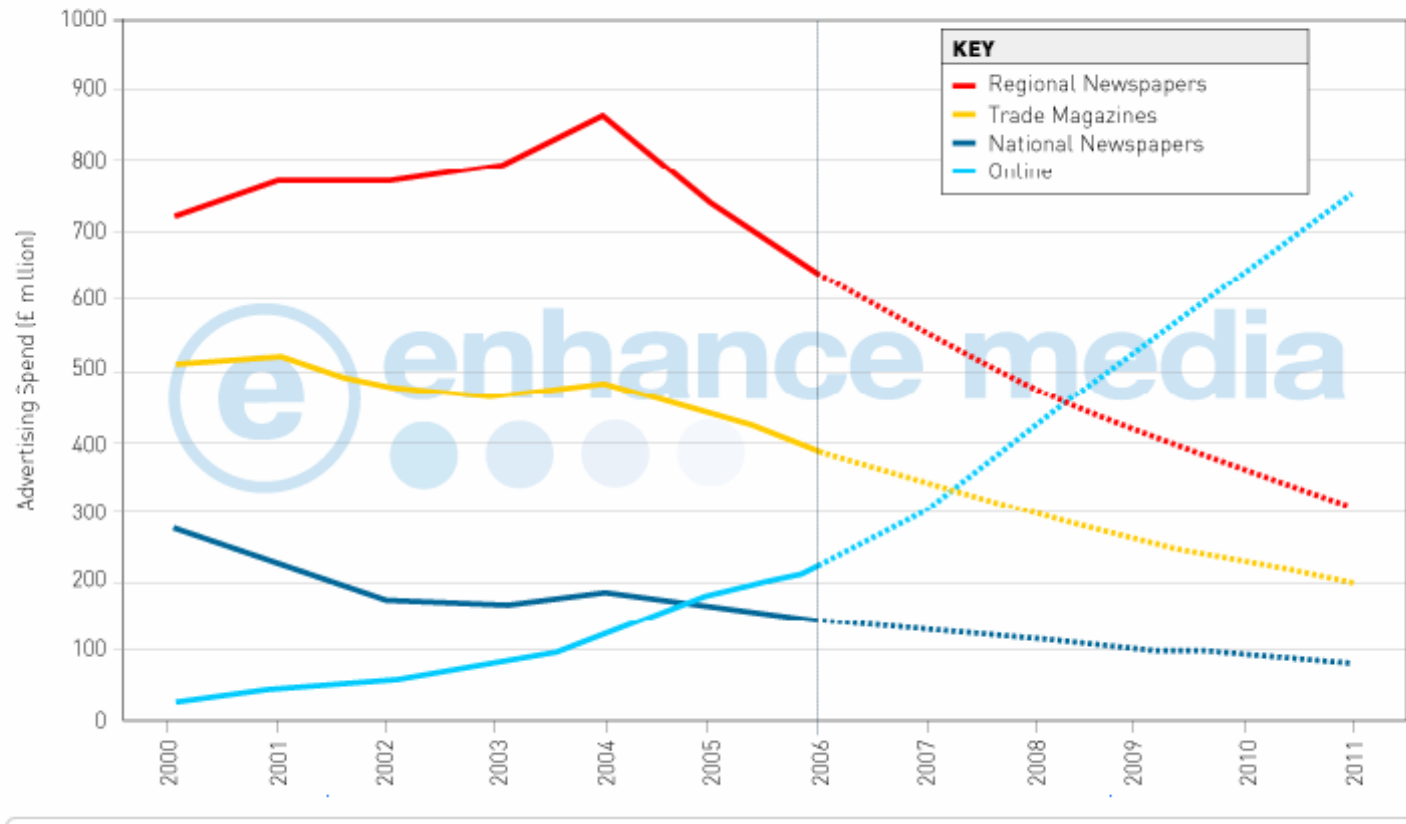
Appendix – Introduction to exec-appointments.com

What is new at exec-appointments.com?

- Exec-Appointments started in March 2002, acquired in October 2007 by the Financial Times.
- FT acquisition has provided us with a wide range of opportunities including over 5.5 million unique visitors and the #8 brand in the world.
- Offices in Bath UK, London, Dubai and Mumbai (October). Agents in every major market.
- MBA-Direct.com acquired in 2006 and re-launched in March 2007. Dedicated product manager, Andrea Buck, based in Bath, UK
- 16,000 registered members. 48 of the top 100 schools as affiliates; all top 15 schools.
- 10th anniversary of FT rankings in 2008.

Outlook

Prediction of online spend vs traditional media



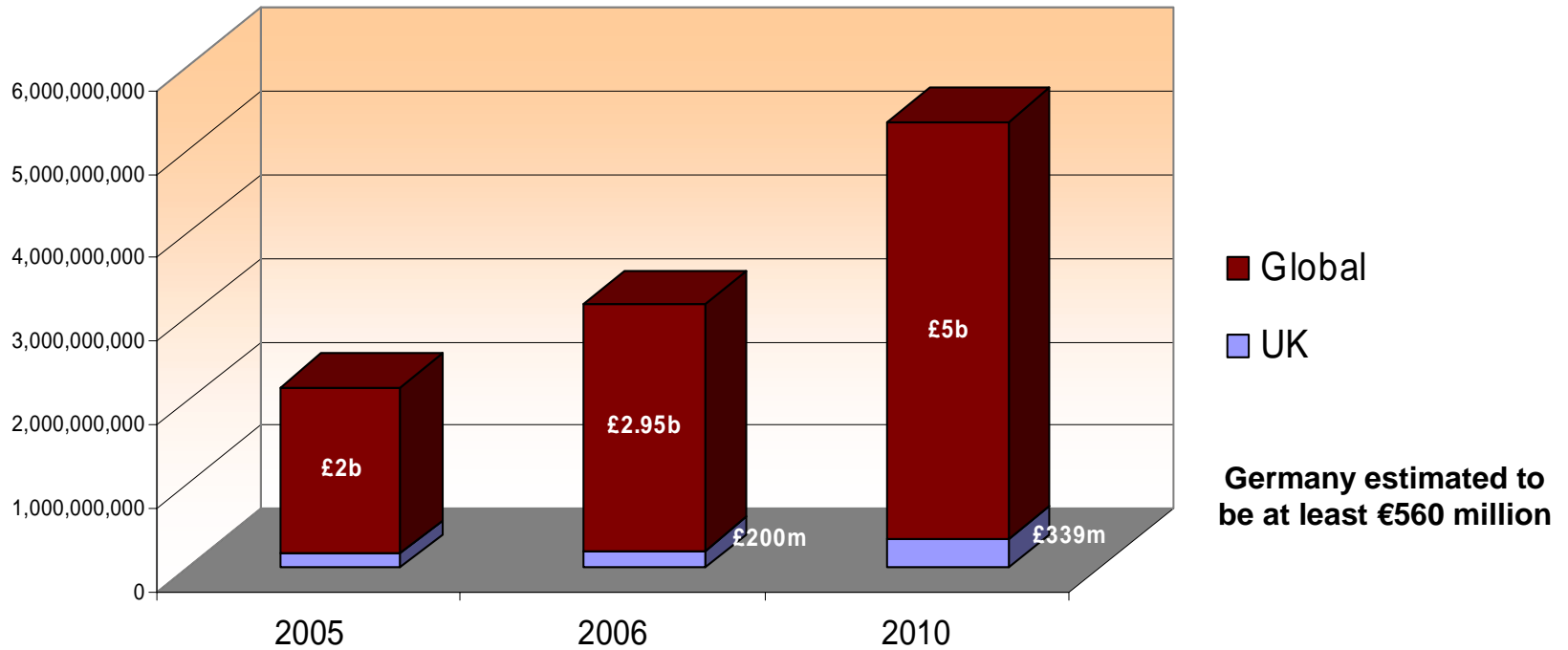
Today's Global Market

Online Recruiting Media Spend **Print** Recruiting Media Spend
£2.95 billion > £2.7billion

Online recruitment now accounts for 25% of Internet advertising revenue



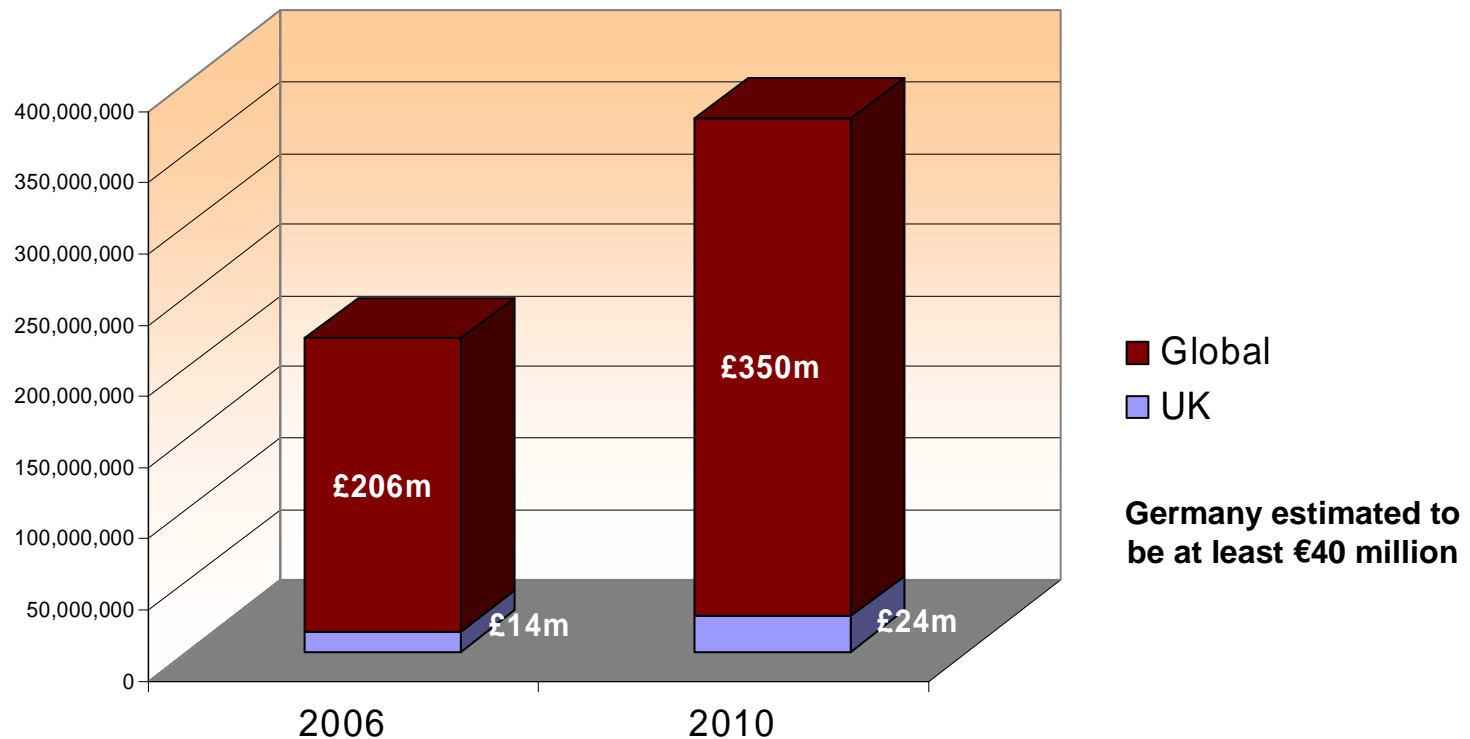
Online Recruiting Media Spend Trend (£)



*Borrell Associates - Executive Strategies for Local Media & IAB data

Market Potential

Based on existing UK job advertising online, the executive market is equal to 7% of the overall market



2008 Recruitment Market Perspective

Inc.com

Online Job Ads Keep Rising

From: Inc.com | October 01, 2007

The number of jobs posted online rose by 4 percent in September to 4.27 million, an increase of 17.5 percent over the same period last year, the Conference Board reported Monday.

The increases in online job ads were spread out across all regions, except in New England, where the number of ads declined for the second straight month, according to the New York-based private research firm. Health care, high-tech, management continued to lead other job vacancies posted online.

"The growth rate in the number of online ads has moderated in recent months from what we were seeing in early 2007 and some of the growth is reflective of the continued shift to online job advertising," Gad Levanon, a Conference Board economist, said in a statement.

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 **MBA-Direct.com**

FT
FINANCIAL
TIMES

2008 Recruitment Market Perspective



- **Social Networks**
- **Global Competition**
- **Workforce Planning**
- **Developing-World Maths and Science Graduates**
- **Expansion of Online Tools**

Source: Zoom Information Inc

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2008 Recruitment Market Perspective



- **Social Networks**
 - Using the web for reputation management
 - Financial Times CEO network
- **Expansion of Online Tools**
 - Email as the standard communication tool
 - Integration of recruitment tools

Source: Zoom Information Inc

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Online Technology Trends

McKinsey&Company

- 1 **Distributed creation**
- 2 **Using consumers as innovators**
- 3 **Tapping into a world of talent**
- 4 **Increasing value-added productivity**
- 5 **Expanding the frontiers of automation**
- 6 **Unbundling production from delivery**
- 7 **Putting more science into management**
- 8 **Making businesses from information**

Source: McKinsey Quarterly Dec 2007

Online Technology Trends

McKinsey&Company

Tapping into a world of talent

- Increase in the freelance market
- Vetting developing world professionals

Making businesses from information

- Using tools to understand consumer behaviour
- FT.com targeting

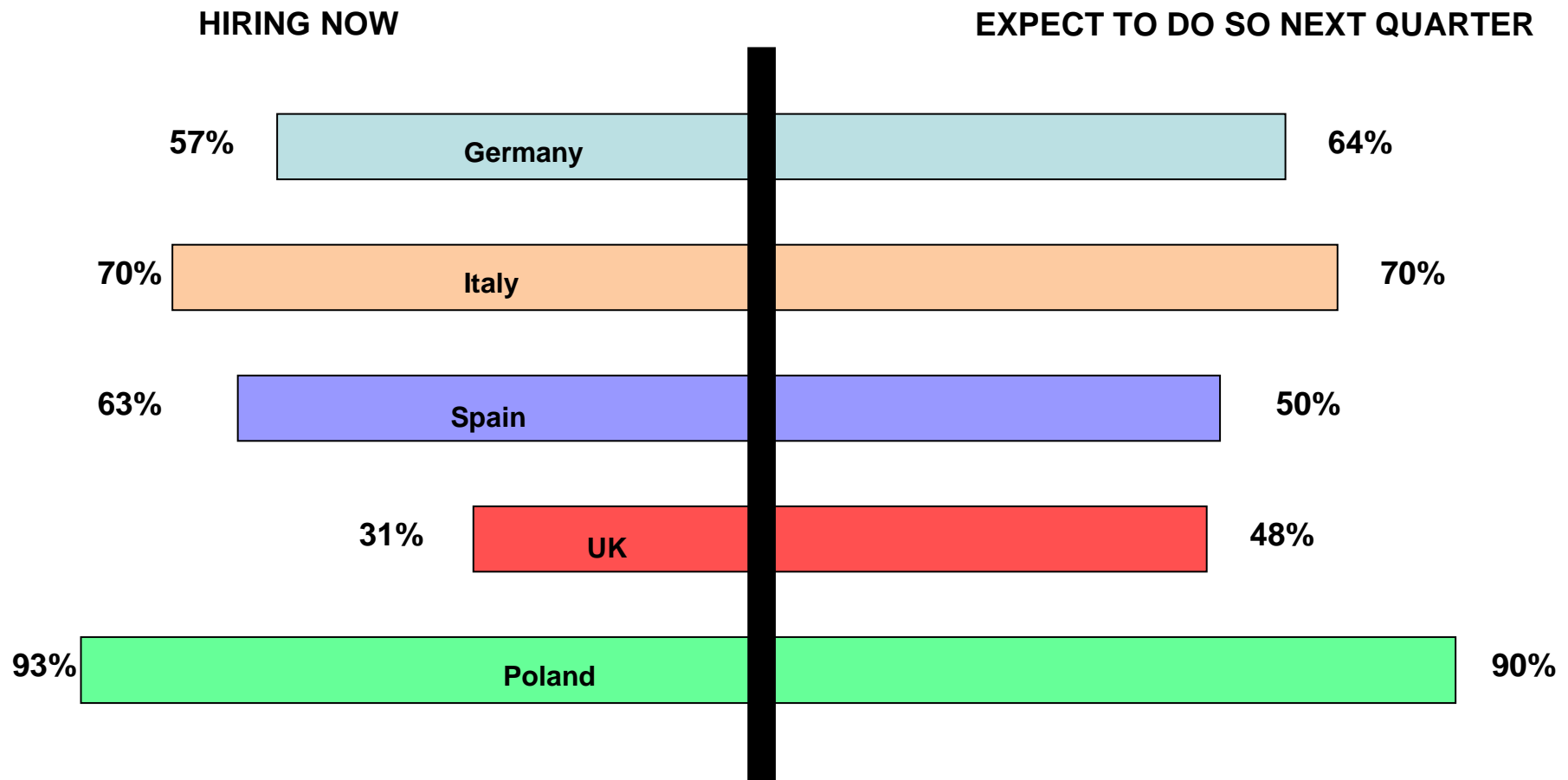
Source: McKinsey Quarterly Dec 2007

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Today's Reality – Managers and Professionals



Source: Antal

‘Gloom and Doom’

- **Redundancy rates for senior managers has more than doubled in the past year (CMI)**
- **Financial services ‘teams’ are suddenly having to hunt alone**
- **Business school salaries are taking a hit (Harvard)**
- **Online ad spend will slow to 20% growth in 2008 vs 38% in 2007 (Advertising Association)**
- **Interest rates for borrowing increasing and terms are stricter**

..... Downturns Change Management Priorities

- **What are your clients worried about?**
 - 1 Maintaining cash flows**
 - 2 Curbing costs**
- **How can you change this to a strategic advantage?**

Framework for Global Talent Management

- **Right resources in the right place**
- **Sourcing talent intelligently**
- **Developing talent with the right perspective**
- **Securing value for money**
- **Retaining core skills and organisational memory**

Source: Hewitt Talent and Organization Consulting

Strategies and Tactics

- **Talk to your clients**
- **Talk to your ‘stars’**
- **Swing towards consultative ‘help’**
 - **Mini outplacement assistance**
 - **Flexible working / reduced hours**
- **Offer interim candidates**
- **Get into new functions or sectors**
- **Reach into Europe / E Europe / Middle East**



Use
exec-appointments
as your database

Online Recruitment in Germany

- **68% of the German population are internet users**
- **In 2007 the number of online users in Germany rose 5% to over 50 million users, placing it only behind the US, China and Japan.**
- **In 2006 German job seekers considered the internet as a promising tool to find the next job (84%) and 44% preferred it to newspaper advertising. (Source: Kelly Services Global Work Survey)**

Future exec-appointments Developments

- CV database to target passive jobseekers
- Career development content and advice
- Improve choices for job search and matching including more geographical pinpointing and industries
- Integration with FT Business Education content, particularly for MBA-Direct.com
- Active marketing to European candidates
- Leveraging MBA-Direct alumni and business school graduates on a global basis

Conclusions

- The downturn is here – creative tactics can help ride the wave
- Executives do use the internet to find jobs – and even more are coming onto our site every day
- The UK is ahead in online executive recruitment but the world is shrinking
- There is a role for traditional media coupled with online
- The fastest growing executive market is India but the largest in Europe is Germany
- Candidates want the same experience online as in the newspaper – high quality and integrity

Appendix

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 **MBA-Direct.com**

FT
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Introduction to exec-appointments.com

Home Page

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Executive Jobs, Executive Search, Management Jobs
Our global executive job database covers a wide range of director and senior management jobs from major employers, executive recruiters and executive search firms. We advertise permanent executive jobs as well as contract and interim jobs in the private and public sectors. Register today for free to receive emails with the latest executive jobs matching your personal criteria.

Featured Advertisers

			FULLER CV How good is your CV? For a free CV review or ring 01922 626796 to speak with your dedicated Account Manager
			More Details

Executive Jobs by Sector:

- Accounting Jobs
- Airline Jobs
- Banking Jobs
- Business Development Jobs
- Buying Jobs
- Charity Jobs
- Construction Jobs
- Consultancy Jobs
- Contract Jobs
- CRM Jobs
- Director Jobs
- Editor Jobs
- Education Jobs
- Engineering Jobs
- Executive Jobs
- Facilities Management Jobs
- Finance Jobs
- Financial Services Jobs
- Franchise Opportunities Jobs
- Government Jobs
- Green Jobs
- Healthcare Jobs
- Human Resources Jobs
- Insurance Jobs
- Interiors Jobs
- International Jobs
- IT Jobs
- Legal Jobs
- Management Jobs
- Manufacturing Jobs
- Marketing Jobs
- HRM Jobs
- Media Jobs
- Middle East Jobs
- Oil And Gas Jobs
- Procurement Jobs
- Project Management Jobs
- Recruitment Jobs
- Retail Jobs
- Sales Jobs
- Strategy Jobs
- Tax Jobs
- Telecommunications Jobs
- Transport Jobs
- UK Jobs

Account Development Managers
£ based on experience - Home Based

Finance Director
£60k + Bonus + Benefits
NORLAND

Business Strategy & Development Manager
£70k + excellent bonus & benefits

Business Process Re-engineering Manager
£60k + excellent benefits
Key Performance

Senior Manager Governance & Control (Cross-Sales)
£60k-£80k
Key Performance

Service Level Agreement Manager (Client, Sales, Future Media and Technology)
Competitive Salary
BBC

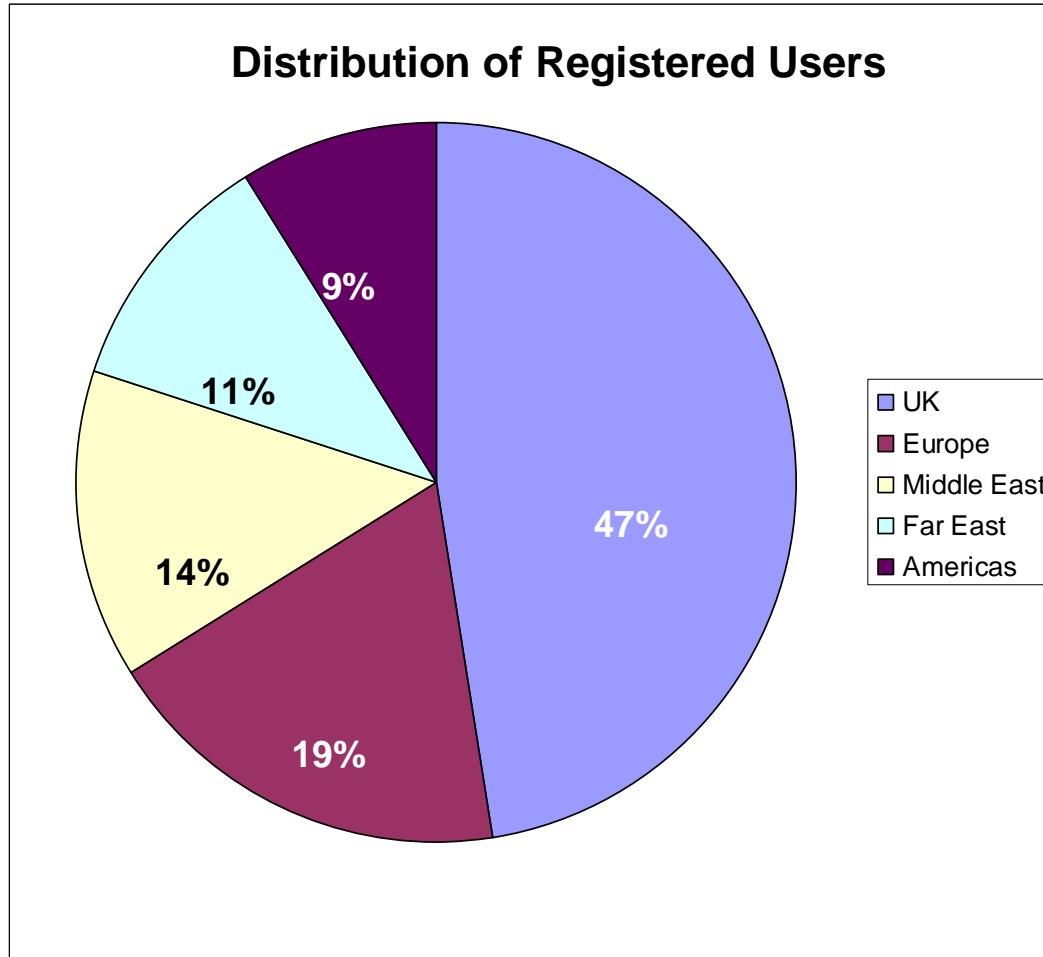
Financial Consultant
£75,000-£90,000 + car + benefits
Key Performance

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What makes exec-appointments unique?



What makes exec-appointments unique?

Standard Listing in newspaper-style format

CE70,000 London and Doncaster, UK

Chief Executive

Relate

Can you build strong relationships?

Relate is a household word. It is the first choice of anyone facing a relationship difficulty and we service over 150,000 clients each year. We provide a broad range of relationship support services as well as developing the Relate Institute, the foremost training centre for couple counsellors in Britain. We are at the cutting edge of new technology developments designed to make our services more accessible.

We seek a Chief Executive of the highest calibre. The successful candidate will represent Relate and its aims on the national stage and demand the opportunity to influence government thinking at many levels. Relate is represented on many government and similar partnerships and it is our intention that this will be increased.

You will be at the head of a highly respected team of leading practitioners, professionals and innovators. Together, you will bring about constant improvement in our counselling methods, policies for issues such as domestic violence and Every Child Matters and ensure the highest governance standards within our charity. You will ensure our ongoing financial viability in the face of government constraints.

You will lead, unite, support and inspire our federation of over 80 centres and work closely with our partner organisations in Scotland and Wales. You will speak for Relate internationally.

You will provide the face of Relate in the media where appropriate and you will act for the Charity in our links with academic institutions. You will have a track record of success, achievement and bringing about change. You will be a proven leader, a skilled manager and hold communication skills which not only ensure dialogue but engender trust.

If you feel that you can demonstrate to us that you are our future Chief Executive then we would welcome a full letter of application from you. An information pack is available and can be obtained from Anne Reid on the details below. If you would like an informal discussion about this post please phone Clive Hulme, Head of Human Resources on 01755 563825 before 22nd December 2006.

The letter of application is returnable by 5.00pm Wednesday 3rd January 2007 at the latest. If it is accepted interviews will take place in mid January.

Committed to Equal Opportunities


the relationship people
www.relate.org.uk

job ref EA-CE0
contact Anne Reid
email anne.reid@relate.org.uk
telephone 01755 563825

What makes exec-appointments unique?

Customised Template

£40,000 - £50,000 • South East, UK

Head of Customer Service

Quality is at the heart of our customer services strategy - already a strong team with a great reputation, our vision is to be the most admired operation in the UK. As Head of Customer Services, you'll be a crucial part of our management team, responsible for up to 90 staff, you'll inspire teams and individuals alike. But this is just the challenge you've been looking for.

After all, you're used to keeping people happy.

About the opportunity

We're offering you a key role in our business, including and developing large team of specialists supporting our customers needs. Overseeing our operations, you'll be responsible for managing the customer service for some of our most important customers. Managing our own business, you'll also make sure teams work with agreed financial budgets and in support of strategic business goals. Taking time to create and communicate a clear, inspiring business vision you'll have another focus for the future. In short, you'll become the day-to-day operator of the team, providing the provision of very best in customer service at all times and driving the completion of compliance objectives.

To apply, please click here.

About You

With a background in leadership and the strong people skills, you'll join Barclays confident in bringing a fresh approach to our Customer Service operations. An experienced senior manager from a leading customer service organisation, you communicate your ideas clearly and in a number of different environments, be it key stakeholders or staff. This is an excellent opportunity to manage a varied range of business customers, so you'll need a great analytical ability and knowledge of what makes excellent customer service - the standards we expect here at Barclays. And with a genuine passion to enhance a top global company, you'll take the initiative and influencing skills to bring a new level of change management.

  We'll judge you on your ability and nothing else.

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Thinking Careers www.barclays.com/careers

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Registered Office: 1 Churchill Square, London, E14 5EU

Attracting active executive candidates

Industry leading demographics

- 85% managers / directors / 'CxOs'
- 94% AB professionals
- Average salary - £83,700 / €112,000
- 71% hold degree, higher degree or professional qualification
- 85% have applied for a job online
- 71% have attended an interview as a result
- Over half have got a new job via the internet

Strong traffic driver

- #1 on Google for
Executive Recruitment, Executive Employment, Executive Search, Executive Jobs, Executive Appointments, Director Jobs

Attracting passive executive candidates

FT.com JobBox

- High Visibility
- Visible on most pages of FT.COM
- 10 min Rotation time
- Up to 4 shown at any one time
- Quick job search

The screenshot shows the FT.com website interface. At the top, there's a navigation bar with 'FT.com FINANCIAL TIMES' logo, a search bar, and a 'QUOTES' section. Below the navigation, there's a main news article titled 'O'Neal poised to step down at Merrill' with a sub-headline 'Steve O'Neal was poised to step down as chief executive of Merrill Lynch, making him the biggest casualty of the recent credit market turmoil'. To the right of the main article, there's a 'SERVICES' section with links for 'Email', 'Alerts', 'Portfolios', 'Currency converter', and 'Jobs'. Below the services, there's a 'HIGHLIGHT' section with 'MBA Rankings' and 'See our annual rank of top MBA, EMBA, Executive Education, Master in Management programmes'. At the bottom right, there's a 'SEARCH' section with a search bar and a list of job results for 'ACCOUNTANT'. The job results include 'Recruiter: HANCOCK SEABORNE CONSULTING', 'Vice President, Principal Investments - GE Energy Financial Services', 'Recruiter: The Citicorp Partnership', 'International Sales Executive', 'Recruiter: Confidential Company', 'Director Communication', 'Recruiter: BOYDEN SWITZERLAND', 'Financial Controller / FD Designate', 'Recruiter: confidential', and 'Career opportunities with ING'. A large black circle highlights the job search results section.

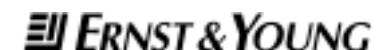
Attracting passive executive candidates

Through FT.com

- 6 million+ unique users per month
- 92% AB professionals
- 80% employed full time
- 33% C-suite executives
- 16% on board of directors
- 71% graduate degree or higher
- Average salary - £96,000 / €125,000

Product

- Bespoke candidate targeting by
 - Salary
 - Location
 - Industry
 - Function
 - Job type
 - Language
- Permanent, interim and part-time
- Customised templates for strong client branding
- Unique performance optimisation – creative and effective
- Real-time ad tracking and report back stats
- Excellent customer service



Key Sector Strengths

- General Management / Board Director Level
- Management Consulting
- IT / Telecoms
- Finance / Accountancy
- Manufacturing / Engineering
- Financial Services / Banking
- Sales / Marketing
- Project / Programme Management
- Non-Executive Director / Chair / Trustee
- Public Sector / Charity / Non-Profit

€ 75,000 +

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 **MBA-Direct.com**

Chief Executive Officer
€500K+ plus bonus + benefits
Amman, Jordan

The client was selected by the Jordanian Government to run the contract for the concession for Queen Alia International Airport in Amman, Jordan for a period of 15 years under a BOT (Build – Operate – Transfer) contract. The concession is composed of Airports & Paris Management, J&P (Cargo) and J&P Area (Ground), as well as investment funds ADIC (Ase Dham), NDOH (Kawak) and EISGO (Darling).

The project will involve building a new terminal of a total surface area of around 100,000 sq m to an amount of about US\$ 100 million. The new terminal will be designed by British architect Foster & Partners, and will be capable of handling 12 million passengers per annum.

Contractual Management/Regulation/Legal. Be responsible for the overall organization of contracts, both construction and PPP arrangements. There is a strong business partnership and a strong legal base ready to protect the investment of the client.

€70K - €90K + benefits
London, UK

Finance Director
On-line technology based company

A Global on-line technology based company in the heart of trendy London are recruiting a Finance Director to head up their UK operations. Having emerged from a period of consolidation the company is once again looking to launch into another period of sustainable growth.

You will report to the UK CFO of Finance and be responsible for developing UK general management. Leading directly within the business you will form a core providing strategic planning and cost control advice.

Job ref EA-50156
contact Andrew Blundell @yousa
telephone 020 7569 9998

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London/Europe, UK and Europe

Six Sigma Senior Consultant/Managing Consultants
Strategy and Operations Consultancy

Significant opportunity with innovative strategy and operations consulting practice, committed to expanding their European operations.

Successful openings with the UK branch of a highly successful US strategy and operations consulting firm, devoted to achieving superior shareholder returns. The business is making significant investment in building out its European operation and seeks first rate experienced Six Sigma Black Belt level Six Sigma consultants to manage its Consultant clients to give a key role in this growth and take on leadership roles in the future.

These key roles will involve consulting on the business and management of complex projects through multiple value systems working with an already impressive Blue Chip client base. The work approach is focused on identifying barriers and enabling their clients to undertake and own change as a key feature of the role is leading coaching, training and mentoring of Black and Green Belt candidates and associated teams.

Job ref EA-50155
contact Chris Sale
telephone 0208 234220 fax 02088 234221

[Apply Now](#)

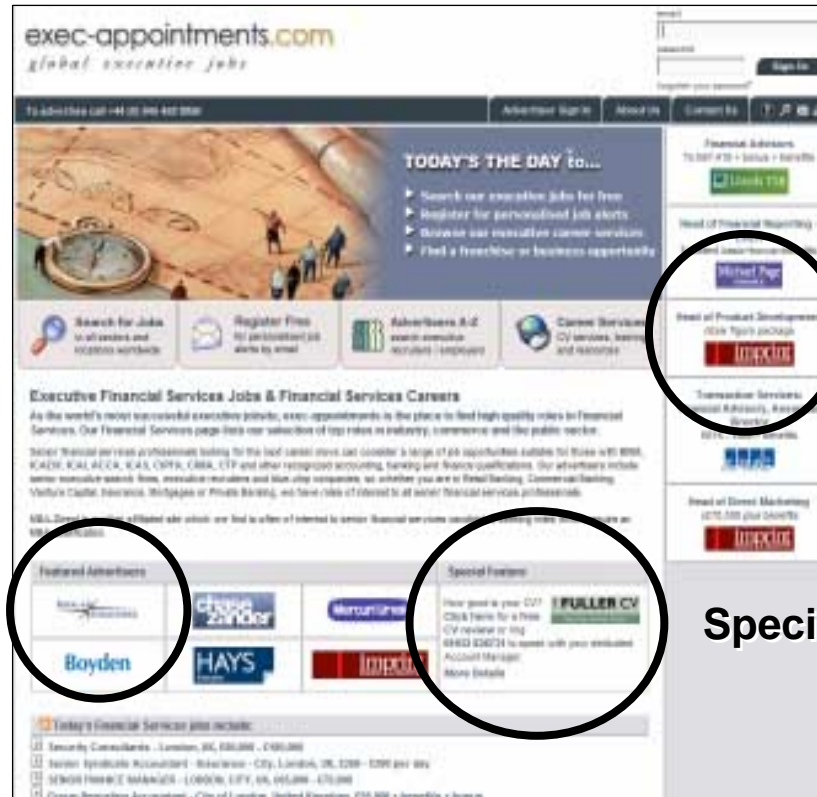
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Senior Account Manager
Permanent position
Salary: £75,000 + Benefits
Location: London
Employer: Medical Diagnostics [Full details](#)

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View	Type	Job Title	Employer	Earnings Guide	Location	Exact
[x]	P	Solutions Architect / Oracle Solution...	IT, Consultancy	£100k+ package	UK Wide	[x]
[x]	P	Head of Interim Recruitment Services	Banking and Financial Recruitment	£80k, OTE £120k + shares	London	[x]
[x]	P	Head of Product Development	Financial Services	c£60k figure package	North	[x]
[x]	P	Strategic Marketing Manager - Global ...	Professional Services	to £60,000 + bonus & benefits	Staines, Middlesex	[x]
[x]	P	Product Managers - Global responsibl...	Professional Services	to £60k + bonus + benefits	Staines, Middx	[x]
[x]	P	Head of Online Marketing	Entertainment/leisure	£5k figures package	North	[x]
[x]	P	Personal Loans Director	Consumer Finance	£5k Figures	North	[x]
[x]	P	Head of Marketing	Financial Services	£5k Figure Package	North	[x]
[x]	P	Business Line Director - Banking	International Security Group	£60-£70k + benefits	Midlands	[x]
[x]	P	Head of Marketing (UK)	Professional Services	Circa £85,000 + Bonus	London	[x]
[x]	P	Head of Sales - Brokerage + Head of S...	Financial Services	Base c£80,000 OTE £150,000+	London	[x]
[x]	P	Business Line Director - Key Point Pr...	International Security Group	£60-£70k + benefits	Midlands	[x]
[x]	P	Software Product Manager	IT/ITSM/helpdesk software	c£60k + excellent benefits	Middlesex	[x]
[x]	P	MBA Product Manager	exec-appointments.com	Competitive	Bath	[x]
[x]	P	Account Manager - Enterprise Software x5	IT Software	£100k+	Nationwide	[x]
[x]	P	Head of Business Development	Willms Medical Supplies	Salary c£60k+bonus+benefits	South Wales	[x]
[x]	P	UK Sales Director	Property/ Retail	£75,000 package incl. bonus	London/West London	[x]
[x]	P	Head of Client Services	Enterprise Software	£6k figure basic plus equity	London	[x]

12 exact matches, 36 related jobs

Job Type: Permanent
 Income: £30,000 - £39,999, £40,000 - £49,999, £50,000 - £59,999, £60,000 - £74,999, £75,000 - £99,999, £100,000 - £149,999
 Function: Sales / Marketing Director
 Industry: All Finance

Featured Ad: [Click here for details](#)

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It's time for high performers.
There's never been a better time to join us. Our success at winning new contracts and projects is driving the need for more top-tier people across the business. It's undeniably challenging. You have to be prepared to adapt and change, ready for new experiences and opportunities, and determined to deliver. But if you are, our ongoing support and development means there's no limit to what you can achieve.

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Advertising Options

Featured Advertiser
on Jobs by Advertiser
A-Z

The screenshot shows the website **exec-appointments.com** with the tagline *global executive jobs*. At the top, there is a navigation bar for "Recruitment Companies A-Z" with an alphabetical index and a "Close" button. Below this, the "Featured Advertisers" section lists four companies:

- Mercuri Urval**: Clearer insight, Better Judgement. Our Background: We have over 550 consultants across 22 countries. We are experts in attracting, selecting and developing key people for our clients. We work with our clients to help them build the right organisational capabilities to deliver results through their people. It is with this approach that, through organic growth alone, we have become one of the leading management consultancies in Europe. [View Jobs](#)
- Imprint Consulting Ltd**: Imprint Search & Selection delivers multifunctional, retained search and selection projects in the mercipan layer across the commerce and industry, professional services and financial services sectors. The business has nearly 100 employees, working across an international network of seven offices in a range of specialisations on a permanent and interim basis. [View Jobs](#)
- BARCLAYS**: Now there's a thought. Barclays Business Banking. Barclays PLC is one of the world's largest global financial services providers primarily offering banking, investment banking and investment management services. Present in over 60 countries, Barclays is a leading provider of global services to over 26 million customers and employs more than 113,000 people worldwide. [View Jobs](#)
- BT**: BT Global Services Consulting. At BT, we have big plans for our Global Consulting practice. We're expecting to grow significantly over the next couple of years, reflecting the increasing importance of global consulting and IT services in the BT Group. So you can enjoy the opportunities that come with a fast growing business together with the stability and profile of one of Britain's leading companies. [View Jobs](#)

Hundreds of Satisfied Clients

The screenshot shows the homepage of **exec-appointments.com**, which is described as "global executive jobs". The page features a navigation menu with options like "Information for Advertisers", "Advertising", "Marketing", "Media", "Sites", and "About Us". A "Client Testimonials" section is highlighted, displaying logos for RAA Sprague Gibbons, odgers, and partners group. Below the logos, a prompt says "Move your mouse over a logo to read a testimonial".

PSD
"I have found that exec-appointments produces excellent results for UK and European positions and is probably the best job-board that I use"
Nicola Syvret, Senior Consultant, PSD

Kramer Westfield
"exec-appointments.com is an excellent site - progressive in its thinking but also very good on performance and ease of use. We have been using the site continuously since January 2003 and we would recommend it for advertising any executive level role."
Paul Child, Managing Director, Kramer Westfield Search & Selection

BARKERS
"I have worked with exec-appointments on a few occasions over the years and have always found them to be very professional providing an excellent service."
Lucy Woodford, Digital Media Manager, Barkers

33
"The service we received from exec-appointments over the Christmas period has been excellent. So many other job boards were operating with minimal staff during this time and failed to deliver on even simple job postings. exec-appointments however continued to provide the very professional and efficient service we are used to. I have no hesitation in recommending exec-appointments to our clients based on results to previous campaigns and the excellent service we receive."
Debbie Smith, Head of Online, ThirtyThree

<http://www.exec-appointments.com/brochure/clientComments.asp>

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executive level positions.
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