



BRICK HOUSE
PARTNERS

“INSIDE A BRICK HOUSE”





BACKGROUND

SOMETHING IS WRONG

- Average tenure for a CMO 2004-2007 is 24.3 months
- More open positions now at CMO than ever before
- Agency client relationships average 2 years
- Marketing has lost luster and influence in executive quarters





BACKGROUND

SOMETHING IS WRONG — WHY?

- Short-term results pressure
- Uneven abilities of CMO's and agencies to apply accountability metrics to support and track marketing recommendations/programs
- Expectations misalignment
- Cultural fit misalignment





BUILD A BETTER HOUSE

QUESTIONS?

- Can there be long term relationships between organizations and talented marketing & advertising people?
- Can talent search help?





BUILD A BETTER HOUSE

YES - IF TALENT SEARCH RE-ORIENTS TOWARD ENDURING ISSUES

- Focus on fit
- Track record and skills and values
- Transition from “This is what we do” to “This is what we believe”





**BRICK HOUSE PARTNERS LLC IS A BOUTIQUE
MARKETING & ADVERTISING FOCUSED SEARCH
FIRM THAT CONNECTS COMPANIES AND GREAT
MARKETING/ADVERTISING TALENT BASED ON FIT.**





HOW WE BREAK THE MOLD FOR EXECUTIVE SEARCH

- Excellent reputation and network within the national marketing & advertising community; trusted beyond the space that search firms are allowed
- Focus on fit in method and tools
- Ability to instinctively understand virtually any marketing or advertising role from three perspectives – creates depth of view
 1. Agency
 2. Client
 3. Review Consultant
- Values & approach
 - We value creation of a legacy...in work quality...in relationships... by doing the right thing, doing what we said we'd do (DWWSWD), being contrary to “same old” and being quick about things
 - Culture is king
 - Really understand the role
 - Speed matters
 - Hirers and hirees are created equal
 - Create consultative value





BACKGROUND

- Business founded 2007 by Ralph Cutcher
- Marketing & advertising career with 3 views
 - Client - Bob Evans, Sherwin Williams, Newell Rubbermaid
 - Agency - Lowe & Partners, Brokaw
 - Consultant (Agency search & relationship) - The Rojek Cutcher Group
- Reputation
 - Results
 - Energy
 - People instincts
 - High ethics





WHAT PEOPLE SAY

Brett Shevack - Vice-Chairman, Brand Initiatives, BBDO/NY

“When Ralph was my client and CMO of Sherwin Williams Consumer Brands I quickly understood two things about him. First is his depth and quality as a person; The way he handles himself in tough situations, his ethics and his penchant for doing what he said he would do. He cares about people and is a great mentor. The second thing I noticed is his speed...he gets into a business fast and makes things happen. Ralph is the type of person you want alongside you when you are searching for solutions.”

Kim Bartley - VP Marketing and Site Development, White Castle

“When you work with resource partners it is especially valuable when they have walked in your shoes. Ralph understands how to build a great marketing or agency team, he understands how to build a brand and operationalize marketing. He also understands that all these things are best accomplished with people who have chemistry and fit with a company’s culture. Ralph’s view garnered from a wide experience base across marketing and advertising makes him a great resource partner in building a team.”

Dave Sheehan - President, Hoffman York

“We all have our own opinions on the value of recruiters. For me, the best recruiter is someone with a straight-up approach that cuts through the chatter clutter. Ralph does this while he applies his experience running and building an agency along with his client side experiences. Ralph’s agency and client experience views are helpful but the key separator for him is the way he does business.”





HOW WE WORK

- **DEFINING FIT - CULTURE & ROLE**
 - Fast start immersion – internal dialogues with client
 - Bracketed views on role
 - Business issues ahead for the organization
 - Organization uniqueness
 - What is leveragable – our selling strategy
 - PsyMax Solutions success profile (for assessment)
 - PsyMax Solutions is our assessment resource partner
 - www.psymaxsolutions.com
 - Cultural influences on role
 - Work style competencies





HOW WE WORK

- POSITION BRIEF *
 - Company profile – snapshot, culture, direction and performance
 - Executive team profile
 - Job responsibilities
 - Priority experience and skills
 - Priority personal characteristics
 - Compensation, travel, relocation

* BHP Deliverable





HOW WE WORK

- SOURCING CANDIDATES — SEEKING CANDIDATES DIRECTLY AND FINDING BEST PRACTICES COMPANIES FOR TARGETING
 - BHP network focusing on VP/CMO/General Management level executives in relevant companies, senior relationships in agency community, relevant category/marketing industry & media resources, agency consultants, and new business review consultants
 - Syndicated databases...Ladders, LinkedIn, ZoomInfo, Redbooks, ExecuNet
 - BHP candidate database
 - For good fit candidates
 - For best practices company experiences with relevant target companies





HOW WE WORK

- CANDIDATE INTERVIEWS/ASSESSMENT
 - Senior interface with every candidate - no “researcher” sourcing
 - Position brief and success profile serve as fit guide
 - Experience fit
 - Behavioral and cultural fit
 - Focus on building mutual trust
 - Assure genuine interest/intent for company, role, move, compensation, etc.
 - Dig for little deal breakers
 - On-line PsyMax Solutions assessment (4-5)
 - Early phase references if needed





HOW WE WORK

- CANDIDATES RECOMMENDATION — TARGET 2 - 3 HIGH CONFIDENCE CANDIDATES
 - Candidates brief*
 - Degree of fit analysis assessment report*
 - Resume/CV

* BHP Deliverables





HOW WE WORK

- CLIENT INTERVIEWS FOLLOWED BY BHP 2 WAY DOWNLOADS
 - Review download summary with client and candidates
 - Address mutual issues





HOW WE WORK

- REFERENCES AND REFERENCE BRIEF* FOR 1-2 CANDIDATES
 - Common themes
 - Assessment against 14 dimensions (i.e. leadership, relationship building, integrity)
 - Verbatims
 - Reference's POV on candidates fit for company, culture and role

* BHP Deliverables





HOW WE WORK

- OFFER AND NEGOTIATION
 - Advance resolution of professional & personal issues
 - Early pre-qualification of offer parameters
 - Offer
 - Negotiation





WHAT TO EXPECT FROM BHP

- Focus on fit
- Candor and points-of-view that carry value
- Fast pacing and responsiveness
 - Ability to move forward with highly efficient interface
 - 24/7 work ethic and accessibility
- Attention to detail
- Excellent communication and updates
- No surprises
- Only “A” candidates
- Only candidates that are truly interested, willing to relocate and who have the little deal breakers discussed
- Everyone who is touched by this search will have respect for your company and how they were treated





PRICING

- Contained fee basis
 - 1/3 of fee @ start of assignment
 - 2/3 of fee @ successful agreement with candidate
 - Highly accountable compensation system that requires results and encourages consultative search approach with the best candidates participating
- Negotiated % of first year salary and targeted bonus
- No other costs beyond travel to candidates
 - No administrative fees





HOW TO CONTACT US

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