



BRICK HOUSE
PARTNERS

“INSIDE A BRICK HOUSE”





BACKGROUND

- Average tenure for a CMO currently is 28 months
 - Will this ever approach levels of other C-Suite roles?
- Marketing has lost luster and influence in executive quarters
 - 7% of most highly compensated executives have marketing in their title
- Client budget levels reduced 20+%
 - Will they return to historical levels?
- Agency client relationships average 2 years
 - AOR?
- Big reviews for new business (except media) dramatically reduced
 - New business has gone underground and organic
- Marketing and agency staffing levels reduced to historical lows
 - Will they return to historical levels?





WHY?

- Profitability maintenance at reduced revenue levels
- Uneven abilities of CMO's and agencies to apply accountability metrics to support and track marketing recommendations/programs
- Uneven abilities of CMO's and agencies to solve business problems in new ways in expanding communications channels – with a back drop of elevated expectations for new approaches
- Expectations misalignment
- Cultural fit misalignment





WHAT DOES IT MEAN?

- No need to wait - we are not returning to historical levels of anything
- Great work = ideas that work
- The ground is leveled between assorted sized communications resources
- Additions to staff will be more stringently viewed, created and vetted by:
 - Relationship to revenue
 - Creating new/changing capability
 - Cultural fit
 - Transformational players
- One person with great talent who fits will make more of a difference





BUILD A BETTER HOUSE

QUESTIONS?

- Can there be stronger, more impactful 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

INSIDE A BRICK HOUSE

**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 2008 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

JEFF TRITT - EVP PEOPLE & CULTURE, LEO BURNETT USA, INC.

"It is rare to find an individual who's technical expertise, leadership abilities and track record for building high performance teams comes together in one single package. As a marketer Ralph has impressive credentials innovating on both the client and agency side of the business. He has an exceptional eye for talent and the cultural instincts to understand 'fit' like few executives do. With a engaging personal style and natural curiosity about what makes people tick, Ralph brings a wealth of experience and strategic insight to the recruitment world. We have been consistently impressed by the quality of candidates we interview and hire from Brick House."

KIM BARTLEY - VP MARKETING AND PRODUCT 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."

PATRICIA BERNIS - EVP WORLDWIDE ACCOUNT LEAD, McCANN WORLDGROUP

"Three words come to mind ... integrity, vision and passion. From the beginning of my experience with BHP it was evident this was a firm unlike the normal Executive Recruiting organization...and I have interfaced with many over the years. Bottom line, if all Executive Recruiters operated like BHP and delivered the same caliber of results, no client would fill any key position without them. It was one of the most positive recruiting relationships I have had in my executive experience and I would recommend BHP to anyone who is looking for a strategically-driven, valuable partner."

MARK GOREN - PRESIDENT, POINT TO POINT, INC.

"Ralph is superior in every way to any recruiting professional I have ever worked with. The idea of putting recruiter next to Ralph's name is a misnomer and can't even begin to tell the whole story. Ralph goes deeper and provides insights and thinking that enhances the entire process. He brings the same level of advice that any excellent trusted advisor brings and he's not afraid to tell you what you need to hear. Need great legal advice, call your lawyer. Need accounting direction, try your CPA. Need people advice and the best skills to understand and find human capital in marketing and advertising, call Ralph Cutcher."

TIM NICHOLLS - PRESIDENT - GLOBAL BRANDS, BERLIN CAMERON & THE UNITED NETWORK

"When it comes to significant, potentially life-changing decisions, Ralph brings a professionalism, objectivity and honesty that is both refreshing and reassuring. I will always seek out his opinion."





HOW WE WORK

- **DEFINING FIT - CULTURE & ROLE**
 - Fast start immersion – internal dialogues with client
 - We visit your office when we start together and absorb the cost
 - Bracketed views on role
 - Business issues ahead for the organization
 - Organization uniqueness
 - What is leveragable – our selling strategy
 - PsyMax Solutions success profile (optional assessment module)
 - 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 (if assessment module is utilized)*
 - Resume/CV





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 had the little deal breakers discussed
- Everyone who is touched by a BHP search will have respect for your company and how they were treated





PRICING

- Contained fee basis
 - Hybrid approach which clients appreciate for its ability to provide deep investment and strong service while containing the fee risk and building strong accountability for us to deliver
 - 1/3 of fee @ start of assignment
 - 2/3 of fee @ successful agreement with candidate
- Negotiated % of first year compensation - competitive with contingent firms and below the larger retained firms
- No other costs beyond travel to candidates
 - No administrative fees





HOW TO CONTACT US

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