

ATLANTIC RESEARCH TECHNOLOGIES, L.L.C.

Executive Search and Management Recruitment Worldwide

www.atlanticresearch.com

An Executive Search Model Based on Professionalism, Ethics, Logic, Simplicity, Efficiency

HISTORY AND BUSINESS MODEL

ART was founded in 1987. The firm is headquartered in the U.S. and it recruits senior executives globally in a very wide variety of industry sectors, including industrial, consumer, manufacturing, high technology, and service sectors. The goal of ART is normally to identify local candidates in the client's target city or country first, but if candidates from a wider region or even globally need to be considered, ART can easily consider that larger base of candidates. ART's motto is "virtually local to you," meaning that ART's goal is to find candidates wherever a client needs them to be.

FEES AND TERMS

Our fees are only due if the client hires our candidates, and we never require retainers or exclusives for any search. Our results-only business model is to offer risk free choices to our clients, freeing them to hire only the best candidate available. ART's business model is to entirely change the way that senior management executive search has been done - a practice often characterized by employers as being wastefully time consuming, inefficient, too expensive, too limiting, and sometimes with surprise extra costs and burdens.

ART fees are calculated as flat fees (fixed fees) and are quoted in US dollars at the start of the search. The fee calculation is based on the unique specifics of the client search. The fee does not change according to the compensation offered to our candidate. In most cases, ART fees are lower than those quoted by major global executive search firms. The purpose of this system is to encourage repeat business with the client, so that the client would wish to use ART many times during a year, for almost any location globally.

UNIFIED RECRUITER CONTACTS

Clients are assigned a single global ART recruiter, who would be responsible for all ART searches with that client. This method saves the employer time and money. There is never a need to get on a plane to search for recruiters in other cities or countries. With ART, an employer simply needs to call their Account Manager, who will already know the company and its needs well from prior discussions. Following a brief conversation regarding the client's current needs, the recruiter then can initiate a new search for the new location.

THE ART SELECTION PROCESS

Most searches accepted by ART are completed in 2-4 weeks, regardless of the country or city, with candidates being presented to the client shortly afterward. Why so fast?

- **ETHICS:** ART only accepts searches for which it believes it is likely to be successful - those cases where it typically has candidates and contacts or believes that it could find candidates in a relatively brief time. ART is only paid if it is successful in finding a person whom the employer wants to hire. The decision to organize our recruiters in this way was deliberate, because retainer-focused recruitment puts the emphasis on getting the client to pay a fee before doing any work - a major source of client discontent.

Often retainer-focused search firms will even overstate the difficulty of a search in order to justify the long time that it will take for them to get up to speed to learn the client's market (their "research" phase). A better, more logical, approach is to simply encourage recruiters to emphasize finding the right candidate. That is what any employer really wants and needs from an executive search firm: a *results-focus*, not an advanced payment-focused search firm. Paying a search firm in advance does not guarantee quality or results; it only guarantees payment. ART does not believe that in most situations there is any reason for a competent, well-connected search firm to need retainers. If at the start of the

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search, the executive search firm does not have enough candidates, contacts, or confidence to conduct a proper search at their own risk, why should they then ask a company to pay them in advance to learn how to do this important search? If they do claim that they have great contacts, why are they unwilling to show their candidates to the client before being paid? This is an illogical argument.

- **COMPETENCE:** ART assigns an experienced recruiter to the client's search, who maps out with the client a multi-pronged recruitment strategy. ART recruiters will not present candidates to a client unless they truly believe that the candidate could do the job well and be happy doing that job with that company. Candidates know that the ART recruiter has the candidate's best interests at heart, and often good candidates will recommend even more suitable candidates to a recruiter whom they trust. Clients know that the ART recruiter is focused on finding people who can fulfill their business mission. This is a win-win-win approach to executive search: with each new search, ART recruiters improve their abilities and knowledge base, candidates get an honest recruiter who cares about their careers, and clients get access to able, willing and ready candidates who are enthusiastic about helping their new company.
- **21st CENTURY ORGANIZATION:** ART is in operation 24 hours a day, 7 days a week. While most other recruiters are asleep, the ART team is working for you! Searches are begun shortly after a contract is signed. Clients are updated frequently, and if there are problems, the recruiter will ask more questions or suggest changes in the original profile, in order to fine-tune the search. If failure looks likely, the recruiter will inform the client promptly.
- **A GLOBAL ECONOMY NEEDS A GLOBAL APPROACH TO RECRUITMENT:** ART is a highly centralized organization. Rather than a feudalized system of haphazardly scattered regional offices, where rivalries between offices often delay or ruin searches due to inefficiencies or competing priorities, all ART candidate data is centralized and immediately available for the client's recruiter to quickly reach potential candidates, regardless of where the candidates are located.
- **ACCOUNTABILITY:** It is ART's practice to never partner with any other recruitment firm for any search. ART can only guarantee and monitor its own work, so we do not use other firms to help us in any way. By contrast, often search firms can only complete a search if they are helped by some other office or by another search firm that they call their "partner." This passing of the client's search to other hands can often produce unsatisfactory or slow results, due to limited accountability and oversight. If a client chooses ART, they will know the specific recruiter doing the search or monitoring the work of a team of ART recruiters. That person will be their contact who will always be able to provide immediate feedback about the course of the client's search.
- **THE ART HEADHUNTER:** ART is an executive search firm (headhunting firm) employing recruiters (headhunters) well experienced in the careful consideration of candidates for their clients' searches. ART recruiters have a minimum of 10 years' experience as headhunters, using the "direct approach" method. "Direct approach" is the specific targeting of candidates at a client's competition or at firms having people with the right skill-sets for the client's needs.

In many executive search firms, the person soliciting business, collecting the retainer, or even managing the search, might be a person who is not trained as a headhunter. They might in fact have been hired for that "facing" role solely for their cleverness in obtaining retainers. So while they might call themselves "headhunters," they might not know anything about headhunting. If they are not skilled in headhunting, they might not be able to easily find candidates or even to understand what kinds of candidates might be good fits for a client.

Employers should also be aware that just as certain people who do not headhunt call themselves "headhunters," there are recruitment companies that call themselves "executive search firms," when

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in fact they do not do executive search. In many parts of the world, the practice of headhunting is very limited or very poorly practiced, and many recruitment firms rely on advertising to produce candidates for a client. These firms should more properly be called “employment agencies,” due to this kind of unfocused practice of recruitment, but they might call themselves “executive search firms” in order to sound better qualified to handle senior management recruitment searches.

- **THE ART METHOD:** Such precise work of position profiling, candidate identification, and candidate evaluation, requires a recruiter who is conversant in thousands of corporate business models and career case studies. The ART recruiter must have a knowledge base of thousands of candidate career paths in order to understand who might fit a specific client’s business model and business mission well. A client's search by ART should be a mission-critical search for which advertising would be seen as a wasteful exercise. ART never uses advertising in order to find candidates. No true executive search firm should ever use advertising, because if they were to use advertising, it would suggest that they do not have a sufficient candidate base or industry contacts to properly conduct a search. Clients using ART must agree to not use advertising while ART is conducting its search work on behalf of the client.
- **ART's REPUTATION:** ART is a long established executive search firm whose managers are frequently quoted in the leading world business press. Some of these interviews can be read on the ART website. Due to ART's prominence and reputation, our firm also enjoys a very favorable rating by senior management candidates, and by consequence, among global internet search engines. The effect of this high visibility is that ART often is the first stop for senior management candidates the world over. ART's application process for new candidates is time consuming in order to encourage only those candidates who are the most suitable fits for ART's clients.

ART recruiters never rely on the ART website to find candidates for their client searches, but due to the high visibility of ART in the web, often highly compatible candidates find us at the right time, just as you might have found us. The prominence of www.atlanticresearch.com is an added bonus to a client using ART's services. The client benefits from having a competent, hard working recruiter actively recruiting on their behalf, along with the potential aid of a website that attracts some of the most accomplished C-level, VP-, Director- and Manager-level candidates in the client’s industry. For every ART search, both internet-recruited and headhunted candidates are immediately made available to the client's recruiter for consideration.

ART's "HOME TERRITORY" & ART KEY RECRUITMENT PRACTICE DISCIPLINES

ART is not particularly stronger in any one city, region or country than another. ART was established to assume the world economy as a unity and to recruit managers to run global corporations. Contact ART for searches in the leading 1,500 metropolitan areas of the globe, on six continents, in 100+ countries, for:

- **General Management:** CEO, COO, President, Managing Director, General Manager
- **Sales and Marketing:** CSO, CMO, VP, Director, Country Manager, National Sales Manager
- **Finance:** CFO, VP, Director; also Finance Manager and Controller
- **Supply Chain:** CPO, VP and Director - Purchasing/ Sourcing/ Procurement; Materials/ Distribution/ Logistics/ Fulfillment
- **Operations/ Manufacturing:** COO, VP, Plant Manager, Director of Operations
- **Technical: IT, Engineering, R&D** - CTO, CIO, VP; certain Directors

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