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To Whom It May Concern:

We recently had the opportunity to leverage Search Advantage, Executive Advantage Group's qualified candidate funnel development capability, to fill a Confidential Marketing Director executive search we were conducting. The Search Advantage process produced close to 100 on-target resumes and Skills Matrix response pairs within 15 days of launch with approximately half of the submissions coming in within the first week. Two-thirds of the candidates were – referred – into the opportunity by colleagues. That was great! The quality and caliber of the submitted candidates exceeded my expectation, especially considering the narrowly defined position criteria and targeted industry niche. The speed of the Search Advantage capability is amazing. We easily culled out 25 highly qualified high caliber on-target candidates out of this process within 15 days of launch. Thanks to the quality and caliber of the submitted candidate pool, we were able to quickly narrow the funnel down to several secondary finalists as back-up candidates we could bring into play if the primary finalist candidate didn't accept the extended offer.

The Search Advantage Skills Matrix candidate responses gave us much better on point position criteria specific insight as to each candidate's specific fit into the role beyond just the information in their resume – before we even talked to a candidate. We also leveraged a candidate's submitted Skills Matrix response in the interview process. As a result of the candidate's submitted position specific information, we were able to conduct much more efficient and effective first level screening interviews as well. As a result, we could have much more productive screening calls focusing on strengths, weaknesses and fit rather than wasting time playing the typical "20 questions" to get to the position specific information you need to extract from a candidate that typically isn't present in a generic resume. Much of the information contained in a candidate's Skills Matrix response covered the majority of questions you would typically have to ask in any first level screening call. A candidate's Skills Matrix response was a big time saver and minimized the chance we would waste time in screening calls with the wrong candidates. For that matter, the information obtained through a candidate Skills Matrix response also enabled us to intelligently discuss a prospective candidate with an executive hiring authority - prior to screening - very early in the process to test fit, as well as being able to incorporate applicable Skills Matrix content when we formally advanced a candidate.

I felt very good about the speed at which this whole process moved and produced a qualified candidate funnel. The process was easy to work with and very effective. They were very helpful in refining the position spec criteria as well as turned the spec into a more generic document in order to conduct a confidential search that didn't reveal the client.

Even though everyone talks about the strength of their Rolodex, everyone knows in most searches you need to augment your Rolodex, or start from scratch, and develop an expanded fresh viable candidate population. Leveraging the Search Advantage process made our search consultant much more productive. When 80% of the overall search process is spent sourcing and building a qualified candidate funnel, there isn't anything that compares to the speed and efficiency associated with the Search Advantage process in developing a highly qualified candidate funnel. As a result of leveraging Search Advantage we were able to focus bandwidth on candidate evaluation rather than candidate sourcing. This created more available bandwidth to identify and win new clients. I look forward to using Search Advantage on our next search, and I would highly recommend this capability to others.

Sincerely,

A handwritten signature in black ink that reads "Tony Sanders".

Tony Sanders
Managing Principal
Impact Executive Search