



# IVY EXEC

THE QUIRK'S EVENT

## C-Suite Recruitment: Recipe for the “Secret Sauce”

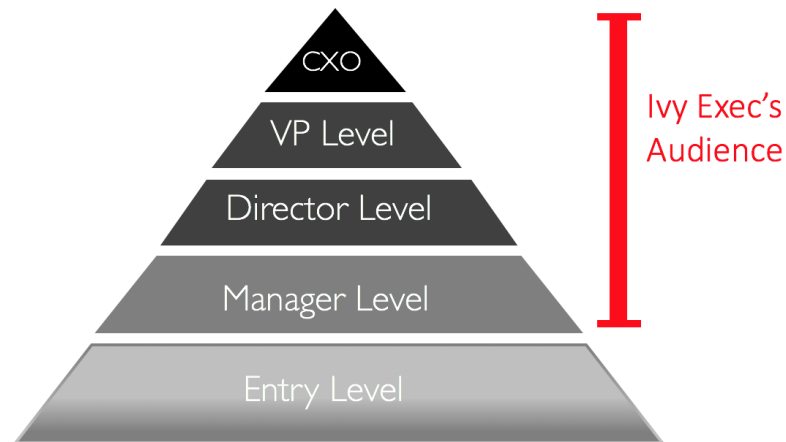
Alex Baranpuria, Co-Founder & Vice President, Ivy Exec  
Sam Lippin, Director – Market Insights, Ivy Exec

# We've Gotten to Know Executives Pretty Well...

**Ivy Exec** is an elite, private online business community of 2.5M members, & delivers industry content & networking opportunities to this exclusive group of distinguished business professionals

## What do we do in Market Research?

We serve as a recruitment partner to researchers seeking the most difficult to find **business decision makers, technical experts, and key opinion leaders.**



# What Have We Learned from Recruiting C-Suites & BDMs?

- Takeaway #1: “Go” Where Executives “Go”
- Takeaway #2: Pick a Practical Methodology
- Takeaway #3: Money Isn’t Everything

# To Provide Context....A Reference Point

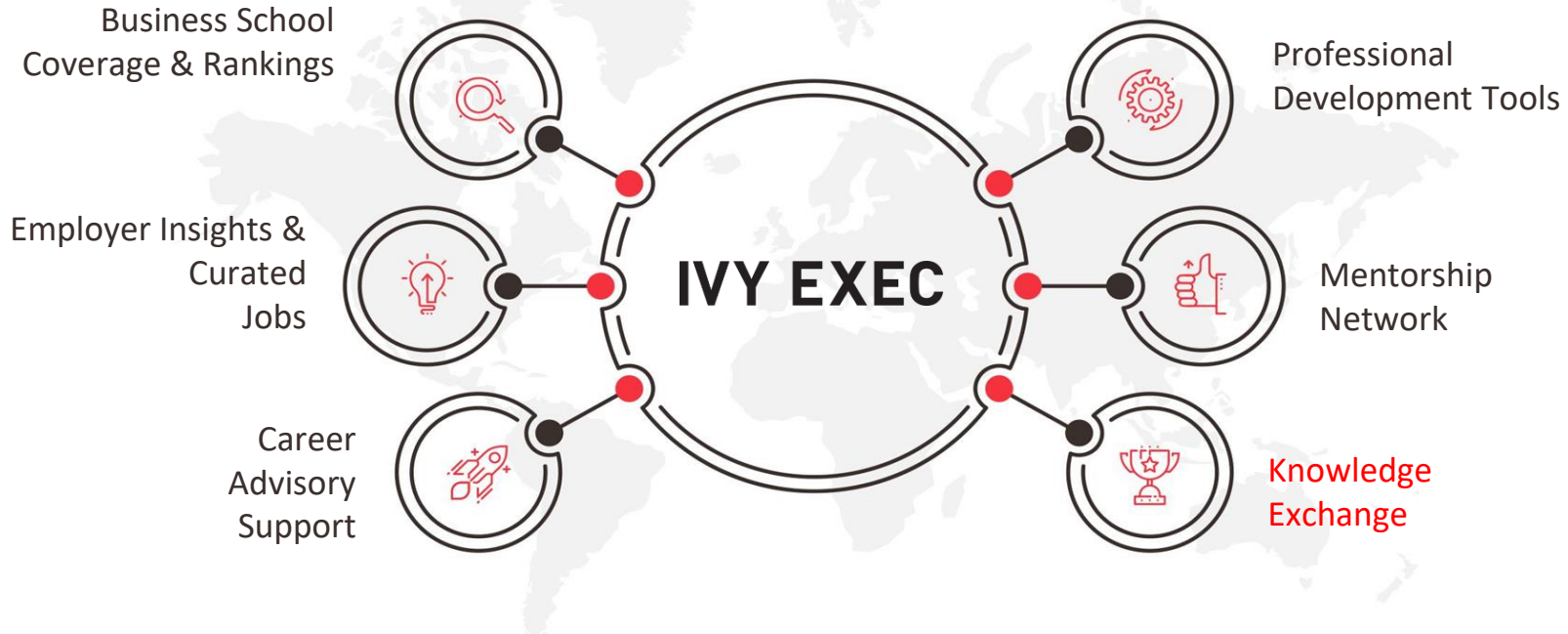
- **Our Partner:** A Data, Insights, and Consulting Company
- **Their Client:** Multinational Tech Company Which Offers Internet Services
- **Target Respondent:** Senior Advertising Decision Makers ranging from “Big 6” ( WPP, Omnicom, Publicis Groupe, Interpublic, Dentsu and Havas) to Independent Agencies
- **Project Goal:** Understand the decision making process when it comes to online ad spending.

# Takeaway #1: “Go” Where Executives “Go”

- **Industry Associations**
  - i.e. **CFA Institute, NY Hedge Fund Roundtable**,
  - May allow you to target an audience, or advertise your long-term studies
- **Professional Networks**
  - **Linkedin** - Find people by searching directly & joining linkedin groups
  - **Ivy Exec** - Serves as B2B recruitment partner & leverages its 2.5MM online executive community
- **Internal Resources**
  - **Quirks** - Leverage Member Resources, Directories, Sourcebook
  - **Past Research Rudies** - Previous respondents could be good for future studies & referrals
- **External Recruiters**
  - **Ivy Exec** - Serves as B2B recruitment partner & leverages its 1.5MM online executive community
  - **Expert Network Groups** – Don’t have a “community”, tend to be pricey, and complex contracts

# Takeaway #1: “Go” Where Executives “Go”

Ivy Exec is a **lifetime career advancement resource**, supporting our members at key stages of their career journey....



## Takeaway #2: Pick a Practical Methodology

### Senior Executives are extremely busy ... Research from Bain & McKinsey...

- ~1 day each week in managing communications
- ~2 day each week in meetings
- 15% of a company's collective time is spent in meetings
- Receive 30,000 external communications per year, up from 1,000 in 1970
- 20% of meeting participants are sending 3+ emails every 30 minutes

*ONLY ~ 1 day (8 hours) during the week where they are alone*

## Takeaway #2: Pick a Practical Methodology

- Make it Easy! Make it Feasible
  - Choose methodology that is ideal for executives:
    - Flexible, Multi-Day Online Bulletin Boards for Group Discussion
    - Phone Interview
    - Onsite In-Person Interview
  - Be ready for delays/cancellations:
    - Online Focus Groups
    - In Person Focus Groups, In Person Interviews
    - Online Surveys (Convenient, but doesn't stroke the ego)



## Takeaway #2: Pick a Practical Methodology...Our Reference Point

- **Our Partner:** A Data, Insights, and Consulting Company
- **Target Respondent:** Senior Advertising Decision Makers
- **Project Goal:** Understand Online Ad Spending.

Partner Offered Two Options: Remote Telephone/Web IDI and In- Person IDIs

Ivy Exec Secured N = 50 in 4 weeks (20 Business Days)

Cancellation Rate: 4%

## Takeaway #3: Money Isn't Everything

- C – Level Exec's Time is More Valuable than a Gift Card

- Articulate the impact their time will make
- Executive summaries, reports, key findings
- Honoraria can be convincing, but only at a premium

*Avg. honorarium for CXO is \$400.00 USD for a 1 – Hour Telephone/Web IDI*

- Get Creative!

- Donations to charity of their choice
- Exclusive access to product
- Invitation to exclusive events

## • Takeaway #3: Money Isn't Everything....Our Reference Point

- **Our Partner:** A Data, Insights, and Consulting Company
- **Target Respondent:** Senior Advertising Decision Makers
- **Project Goal:** Understand Online Ad Spending.

Honorarium Range: \$350.00 - \$400.00 USD  
(Depending on Engagement and Seniority)

Each Participant Received “Executive Summary”  
from the Research Findings

# Questions & Comments

*Meet our Team at Booth #713!*





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# Biggest Challenge in B2B is Casting the A-Listers...

## But why is it so challenging?

... access a limited number...

... of very busy decision makers...

... who often reside off the grid...

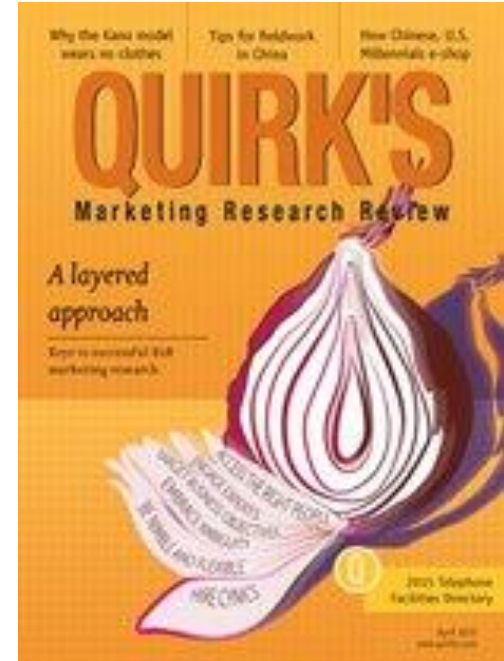
... with no reason to want to talk to you...

... whom you must first convince to talk with you...

... then convince to divulge information that is quite complex...

... involving additional individuals & departments...

... to ultimately synthesize, interpret, and explain those insights...



# Why Qualitative?

- Qualitative analysis allows the respondent to tell more of the story, answering important questions adding more color to the information.
  - Myers Briggs Personality Types: The Logistician, The Overseer, The Field Marshall, The Architect
- Not bound by the limitations of traditional quantitative methods.
  - If responses don't fit the researcher's expectation that's equally useful qualitative data to add context and perhaps explain something which numbers alone are unable to reveal.
  - Allows research to be more fluid, if proper insights aren't being captured it gives you the ability to adapt the study to improve responses
  - Provides the ability to be more speculative about where/how research can be conducted and how the best information can be gathered.

# *Why Qualitative?*

- Ability to not remove human experience from data
  - Every respondent will have a unique experience that will provide a different perspective on that data. When gathered it allows you to make conclusions with more depth and accuracy.
- Deeper Industry Specific Insights
  - Terminology, vocabulary, and language that respondents in that industry are using allowing brands to accurately communicate with their targets



# *Let's not forget about Quant!*

- Understanding both methodologies have the pros and cons there is advantages to combining both
  - There is a tremendous amount of value to pair Qualitative and Quantitative methodologies to get more complete insights