

# MVC Associates International

## Internet Selection & Hiring Management

MVC Associates International  
is one of North America's  
leading consulting firms  
specializing in:

Executive Search  
& Internet Selection

Organization &  
Job Design

Leadership Assessment &  
Talent Development

for companies engaged in:

Information-Based  
Marketing &  
Interactive Media

Customer Relationship  
Management

Direct & Database Marketing

E-Commerce

M-Commerce

Mass Marketing,  
Advertising & PR

*"The Right Executive Capability  
The Right Structure"*

Leverage the faster speed, broader coverage, and lower costs of candidate sourcing through the internet, for mid-management hiring needs.

Leverage the expertise of MVC Associates International in job design, skills profiling and candidate assessment in Information Based Marketing, Direct Marketing, CRM, E-commerce, M-Commerce, Advertising and PR across multiple industries, to find the star talent for your business.

*"This is a great solution for line and HR managers looking for a faster and lower cost way to hire leading marketing, marketing communications, sales, and media talent at the Senior Director and Senior Manager levels leveraging the internet and our team's combined 100+ years of recruiting expertise."*

Mark Van Clieaf, Managing Director,  
MVC Associates International

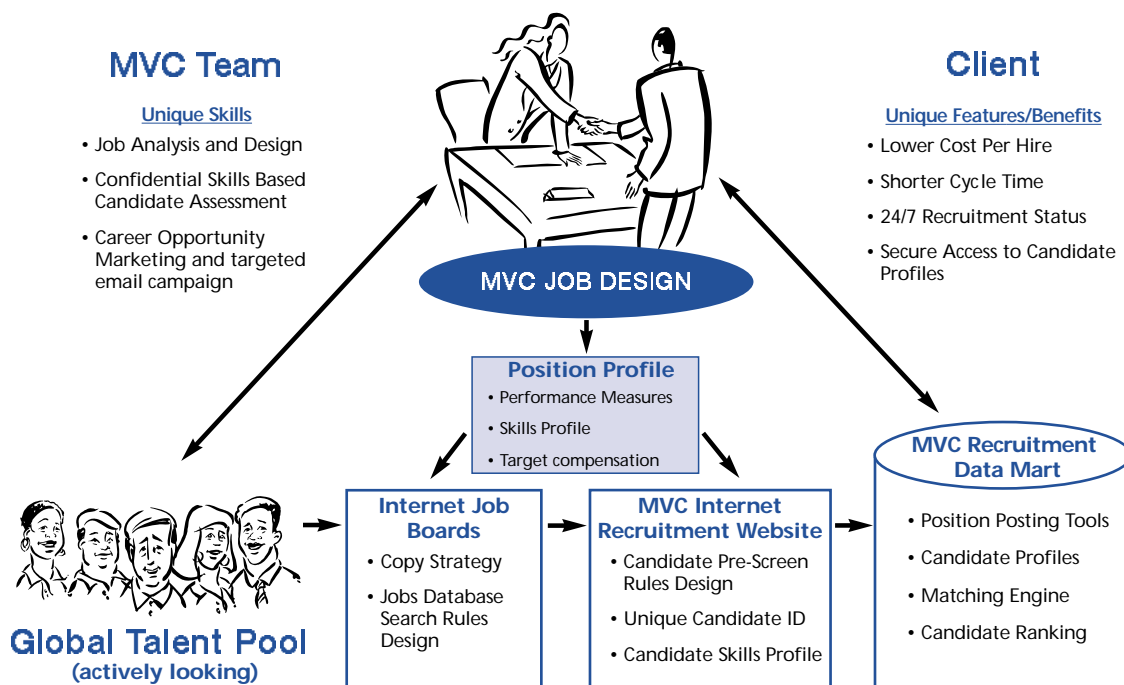
## Revolutionizing Mid-Level Recruitment

- Job Design / Skills Profiling to Enable Targeted Candidate Assessment & Ensure Role Success
- 25-40% Cost Savings over Traditional Recruitment Methods
- 30-50% Reduced Hiring Cycle Time
- Marketing, Sales, Media & Marketing Technology Expertise to Differentiate the Contenders from the Pretenders in the Talent Pool
- 24 /7 Recruitment Status & Communications
- Proprietary Web-Enabled Recruitment Processes & Technology

# A new, proprietary Internet Selection & Hiring Management Service for mid-management hiring made possible by the latest recruitment technology.

This service offers your company:

- The best in Job Design & Skills Profiling Expertise – to ensure the role will contribute to business success and the candidate assessment process is focused on the the most critical skills for success
- Internet-enabled candidate sourcing and screening processes - so cycle times are reduced
- Online Skills Based Candidate Screening – to find the potential stars quickly from the large volume of candidate responses from internet job boards and targeted email campaigns
- Offline Candidate Assessment – to differentiate those candidates who just look good on paper versus those who can truly make a difference
- Effective candidate tracking and communications for increased efficiency and relationship building between candidate, hiring manager, recruiters
- On-line Candidate Career History and Skills Profile Access using Secure Password – so line and HR managers can monitor / manage all stages of the hiring process 24 hours a day, 7 days a week



## HOW IT WORKS:

We manage the entire process for one set professional fee, including:

1. Consultation in job design and skills profiling using our proprietary processes and research
2. Writing job board copy /securing approval, marketing the opportunity and ensuring a relevant message and targeting
3. Posting the position opening on key job boards and executing a targeted email campaign from our 3000+ candidate database
4. Inbound preliminary resume screening, ranking of appropriate candidates, and input into web-enabled tracking system
5. Reviewing candidates with client, agreement on ranking
6. On-line candidate profiling of skills relative to job's skills profile
7. 1 to 1.5 hour telephone interviews with each of the long-listed candidates to sort out the pretenders from the contenders
8. Conducting 2-3 high-level reference checks
9. Throughout the process, hiring managers and HR can conveniently access our website using a secure password, check status, # of responses, candidate bios and profiles, and other recruitment information.

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## The MVC Team

of over 15 consultants, recruiters and researchers brings over 100 years of job design and recruitment expertise.

**MVC Associates** conducts extensive proprietary research on marketing, CRM, direct and interactive marketing, organization design, leadership and complexity theory, and succession management.

### Mark Van Cleaf

has a broad range of line and consulting experience, having begun his career in marketing communications, direct marketing and advertising and later becoming Director New Business Development for a major advertising agency. He brings over 20 years of experience in providing counsel in job/organization design and executive resourcing strategy, recruitment and leadership development, including four years with Price Waterhouse in their strategy and executive search consulting practices. He is a frequent speaker and chair for key marketing and CRM conferences. He is a member of the Association for Interactive Marketing, Wireless and Interactive Television Councils.

### Wendy Boyd

has over 18 years marketing, direct marketing and CRM strategy consulting experience. She has worked across many industries including financial services, telecom, retail, packaged goods, media and entertainment. Her back ground includes SVP & GM Infoworks Canada (an Omnicom Company) Director Strategy and Research, Bell Mobility, Marketing Director roles as First Choice and Amex, and started her marketing career at General Mills.

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