

MVC Associates International

Executive Search

What Makes Us Unique in Helping Clients Succeed

- Our **proprietary research** in organization design, leadership recruitment and information-based marketing puts us in a unique position to find the stars in the "war for talent."
- Our **intimate understanding of Marketing & CRM** assists organizations to migrate to a customer-centric structure, to design new roles to meet increasingly customer-centric marketing demands across multiple industries.
- The **breadth of experience of our principals**, with both line management and strategic consulting credentials across a wide range of industries, companies, and media channels (14 specialists in marketing, executive search, candidate assessment and organization design) enables us to provide practical, responsive solutions.

What Our Clients Say about Us:

"MVC Associates International brings expertise in organization design and intuitive recommendations that are in absolute harmony with the new Knowledge-Based economy in which we compete. Their grasp of the change in marketing and the CRM, direct marketing and e-space, coupled with their innate ability to understand our businesses, allows them to deliver results that in turn allow us to compete on a higher plane. Their ability to identify senior level candidates precisely matched to our specific needs yields a success rate in executive search I've not experienced prior to working with them."

Thomas L. Harrison, Chairman & CEO
Diversified Agency Services
Division of Omnicom Group, Inc.
Fortune's 2001 Most Respected Companies
#1 Quality of Management
#1 Quality of Talent

"No one understands the Organizational and Leadership issues in thinking through a Customer Centric business strategy better than the team at MVC Associates International. They bring a research based discipline in forcing clarity and alignment of expectations about roles (accountabilities, resources, milestones, etc) to be developed, work to ensure that positions are designed for success, and clarify the key skills required that drive business results.

Their network of North American / Global contacts and ability to attract top executive talent in Data Driven Business Models is unmatched, as is their ability to assess the true leadership capability of candidates. In the end, this increases the probability that new team members hit the ground running in adding value to the business."

Richard McLaughlin
Chief CRM Officer
Royal Bank

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

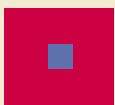
Direct & Database Marketing

E-Commerce

M-Commerce

Mass Marketing,
Advertising & PR

**"The Right Executive Capability
The Right Structure"**



How We Help Your Company Gain a Competitive Edge

Executive Search and Executive Assessment in Information-Based Marketing, CRM, and E-Commerce, and M-Commerce Advertising and PR

Do you have the right Presidential, Marketing, and Customer Care leadership?

- Our principals have an intimate understanding of Marketing as a result of extensive experience in consulting and as line managers.
- Our line and consulting experience in Marketing, CRM, E-Commerce, Advertising and PR allows us to effectively assess executive talent in these areas.
- Our team of 14 experienced specialists in executive search, executive assessment, and organization design delivers outstanding results for clients. We target the best executive talent, assessing their true capability and "fit."

Organization Design and Organization Effectiveness

Is your organization structured for profitable growth?

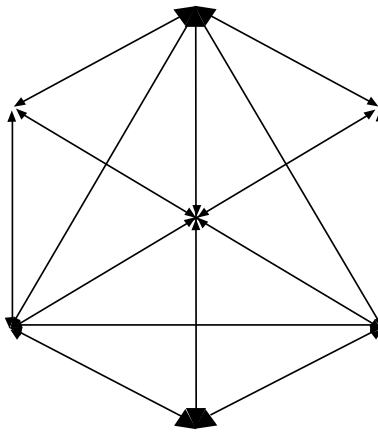
- We have conducted numerous best practice benchmarking studies of performance metrics, processes, and new marketing skills required to migrate to a customer-centric strategy. (See www.mvcinternational.com)
- We have conducted proprietary research in organization design based on practical application of complexity theory for organization and leadership development in the knowledge economy. This research has a direct link to the creation of shareholder value. (See www.mvcinternational.com)
- We have undertaken job and organization design for numerous key positions to clarify role accountabilities, decision authority, and value-added work, linking them directly to business objectives and shareholder value.

Our Approach

- We start with an understanding of your organization's business model, structure, goals and culture. In this, we are dedicated to creating value for shareholders, customers and team members.
- We then propose a customized solution which may include executive search and/or executive assessment, organization analysis/design, or job analysis/design.

Our practical, efficient processes and tools are based on our proprietary research in the areas of:

- Performance Management and Shareholder Value
- Succession Planning
- Executive Search
- Organization and Job Design in the knowledge economy, applying complexity theory (role accountabilities, decision authority, and value-added Levels-of-Work output).
- Competency Based Interviewing
- The Future of Information-Based Marketing and E-Business



MVC Associates employs complexity theory (The Complexity Based Organization™) to create a holistic view which links organizational design (Organization Value Added – OVA™) and leadership (Leadership Value Added – LVA™) directly to shareholder value.

Searches Completed

We have designed and facilitated a competency-based interview assessment process for numerous Boards of Directors and Search Committees, and have undertaken job design and executive search for numerous positions in Information-Based Marketing including:

- Chairman & CEO for one of the world's largest Information-Based Marketers.
- President & CEO for one of North America's largest service providers in Relationship Marketing strategy.
- EVP & Chief Marketing Officer for a new CRM Service Provider
- SVP of Strategic Services for the world's center of excellence for Predictive Modeling and Database Marketing.
- EVP Database Marketing for a leading global communications marketing agency.
- Three key leaders at the SVP/President level for one of the top three Direct Marketing agencies in the North America.
- VP CRM, for one of the largest retail banks in North America
- VP CRM for a large drugstore retailer
- Director, Pharmaceutical Direct Marketing

Our Clients

We work with many leading companies in North America, including:

- Two of the top five retail financial institutions.
- Two of the top four direct marketing agencies.
- One of the leading customer analytical modeling boutiques.
- One of the largest loyalty marketing providers.
- The largest call center/Internet contact center in the world.

Mark Van Clieaf

Mark has over 20 years of experience spanning roles in marketing, advertising and direct marketing as well as extensive consulting experience in strategy, executive search and executive assessment, and organization & job design. He began his career in account executive roles in the marketing communications, direct response and advertising industry. He later became Director of Sales for a rapidly growing marketing communications company and Director, New Business Development for a major advertising agency. During his four years with Price Waterhouse Coopers, he provided business strategy and executive search services to senior management clients on three continents.

He is a member of the Association for Interactive Marketing, Wireless and Interactive Television Councils. A member of two editorial advisory boards on leadership and marketing, he contributes numerous articles to leading publications. He was a Commissioner of the recently completed Blue Ribbon Commission on CEO Succession Planning for the National Association of Corporate Directors, and a founding member of the Executive Selection research advisory group at the Center for Creative Leadership. He plays a leadership role as speaker and chair for key marketing and CRM conferences, speaking often on strategic human resource planning, recruitment, leadership, and organization design.

Wendy Boyd

Wendy 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.

We invite you to call or visit our website

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