

Sales Center of Expertise

Korn Ferry Futurestep is the global industry leader in talent acquisition, offering scalable, flexible services to help organizations meet their recruitment needs.

Professional Search for 'Emerging Leaders'

Identifying an organization's next generation of leaders is critical to driving business success today and in the years to come. We help our clients build their organizational talent depth in support of succession planning initiatives by identifying, attracting, and securing key professionals at the mid- to-upper levels of management.

As one of Korn Ferry's central talent acquisition segments, our Professional Search practice leverages an international team of consultants, the most extensive candidate database in the industry, and innovative recruitment technologies to perform our searches. Korn Ferry's assessment platform, KF4D, complements the functional and industry expertise of our consultants by measuring traits, drivers, and competencies to ensure the right cultural fit to our clients. We follow a time-tested and consultative process to identify, screen, present and place emerging leaders in both single-search and multiple managed search projects.

Futurestep's Sales & Marketing Center of Expertise brings together a team of consultants who leverage their experience and expertise across sales, marketing and digital to meet our clients' particular needs.

Sales Expertise

No function of an organization feels the impact of a rapidly changing market place faster than sales. As conditions change,

REPRESENTATIVE ENGAGEMENTS

- **Consumer**
- VP, Strategic Accounts, Ferrero USA
- Director, Sales, Champion, Hanes Brands
- Head of Transient Sales, US, InterContinental Hotels Group
- VP, Sales, Natural American Foods
- **Healthcare**
- SVP, Sales and Business Development, ATI Physical Therapy
- Senior Director, Commercial Excellence, ARD, Mallinckrodt Pharmaceuticals
- Regional Sales Director, Silicon Biosystems
- VP, Business Development, American Dental Partners
- **Industrial**
- SVP, Business Development, Cirrus Design Corporation
- VP, Sales, ETS, Laird Technologies
- Director of Sales, Porsche Cars NA
- US Sales Director, Tyco Fire & Building Products
- Regional General Manager, APB, Schnitzer Steel Industries
- **Technology & Business Services**
- Solutions Relationship Director, KPMG
- VP of Software Sales, BluePay
- Commercial Sales Director, Presidio
- Director of Global Sales, Tosoh America



the sales function needs to adapt, act proactively, respond quickly to customer needs and be ready to take advantage of new opportunities. However according to a recent study from Korn Ferry Hay Group, the majority of top sales leaders know that having the right sales talent in place is essential, but only 31% of them believe they have that kind of talent. Organizations need capable leaders at the middle management level to ensure an effective sales force and accelerated sales.

Leveraging industry and functional expertise, our organizational experts place leaders in Chief, Vice President, Director, or Management roles across key market segments, from Industrial and Life Sciences to Consumer, Technology and Financial Services.

With proprietary databases of both active and passive candidates, methods and tools focused on talent sourcing, development and assessment, we identify and engage the right “emerging leaders” to support each client’s unique business goals.

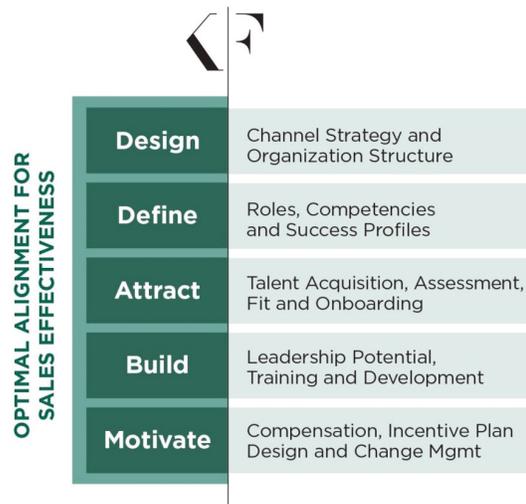
Once we have found talent with the right skills and experience, we look to ensure a cultural fit. Studies show that one of the primary reasons leaders fail on the job is not a lack of skills but a poor cultural fit with the organization. Korn Ferry research has found that 40% to 60% of professionals fail and up to half of new professionals quit or are fired within the first 18 months at a new employer because of poor fit. By delivering a full picture of the candidate - one that takes into account who he or she is in addition to what they can do - KF4D enables us to gauge cultural fit and increase the likelihood of a successful placement.

Korn Ferry Sales Acceleration Solution

No matter what issue a sales organization is facing - be it a change in sales leadership, new product launches, channel diversification, underperformance, M&A activity, high turnover, or low employee engagement - Korn Ferry knows what makes a sales force effective and can help leverage talent to accelerate sales. Through Sales Acceleration, we draw on the experience and expertise across all three lines of our business to help organizations design, attract, build and accelerate their

sales teams for optimum performance.

Futurestep’s Sales Center of Expertise plays a key role in the Sales Acceleration Solution, delivering professional talent with impact to enable an organization to realize the goals of its sales strategy.



Our team operates as a cohesive unit with one principal interest: to be a trusted advisor to clients in all aspects of recruiting sales leaders who will deliver lasting impact. We focus on achieving real business outcomes for our clients and emphasize solutions tailored to their unique needs and requirements.



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About Korn Ferry

Korn Ferry is the preeminent global people and organizational advisory firm. We help leaders, organizations and societies succeed by releasing the full power and potential of people. Our more than 7,000 colleagues deliver services through our Executive Search, Hay Group and Futurestep divisions.