



Publicis Healthcare  
Communications Group

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To Whom It May Concern:

This past year, I had the pleasure of working with the Troyanos Group on a search for a new head of one of our companies. This was my first experience in working with the group, and I can truly say that they are one of the most impressive firms I've worked with to-date. As a senior level hiring manager, you hope that a retained search firm will truly understand you as company, your needs, and what it will take to be a successful leader in your organization. With this, you then hope that they give you a focused pool of great candidates to choose from, and among them, the exact right choice joins your firm. This is exactly what Troyanos delivered.

Troyanos stood head and shoulders above other firms I've engaged in 3 critical areas:

1. **Preparation.** The first area that differentiated them was the thorough preparation that went into the search. They spent countless hours talking to all relevant stakeholders to make sure they thoroughly understood the job, our company culture, and the dynamics that would exist for any new hire entering our firm. They also spent time trying to truly understand me as a boss, so they could ensure that there would be a positive dynamic between me, and any new manager entering my group.
2. **Vetting.** There are many people who look great on paper, but who just wouldn't be the right fit for our company. And, conversely, there are many people that, on paper, may not look right, but upon meeting them, you see that they've got what it takes to hit it out of the park. Troyanos did a great job of filtering for both. They have deep knowledge of the market, which they combined with their clear understanding of me and my needs. With this, they brought forward a robust list of candidates, almost all of whom were truly spectacular in many regards. This is one of the first times where I've really enjoyed meeting and talking with the full slate of candidates a firm has put forward - - virtually all of whom could have been a nice fit for our team. And, from this list, we had several candidates that we felt great about, which is exactly the position you want to be in as a hiring manager.
3. **Follow through.** Closing the deal can be where many processes fall apart. We had a final pool of very strong candidates from Troyanos. Dennis and Norm worked very to make sure that, in these final stages, both Publicis, and the final candidates, had thoroughly thought through the job, the company, and what it was going to take to be successful. With this, they were able to facilitate some great "final" conversations centered on making sure that all were aligned. And, in the end, really helped me, and our team, think through the appropriate choice to ensure success. In this, they were a great partner, because they truly understood the company, our needs, and what was required for success.

I have absolutely no hesitation in recommending Troyanos for any senior level retained searches. The process was enlightening, focused, well run, and the end result - - a top level new manager in our company - - was spot on!

Regards,

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