



October 30, 2014  
Reference for Troyanos Group

The Troyanos Group was hired to recruit a Senior Vice President of Marketing, to lead our approximately \$80 million marketing programs, manage a staff of 7 as well as our agency team. Troyanos Group was selected after a fairly exhaustive search of small to mid-sized executive recruiting firms. I chose them because of their flexibility, obvious understanding of marketing and my unique situation, and my comfort level that they would treat my company and single engagement with as much focus and importance as when they work for a larger firm with more potential business for them. I was very pleased with the outcome of the search and will call on Troyanos Group again if/when the need arises.

Dennis and Norm did an excellent job throughout the process:

- Spent an appropriate amount of time understanding what I was looking for, the realities of the position, and probing in areas that I hadn't thought of or was initially taking a position that needed more thought. The job qualifications developed to be somewhat different from my going in assumptions due to the smart questions they asked throughout the process.
- Understood the importance of the hire to myself as a new CEO and to the company that is competing and trying to win in a declining business/category.
- Were candid about the potential challenges we might face through the recruiting process, but were helpful in framing the job opportunity to make it highly attractive to the right candidates.
- Screened candidates to the appropriate level before passing them along for my consideration. On the other hand, when they saw a 'hot' prospect, they gave me the immediate chance to weigh in before the candidate might be snatched up by another firm
- Each of the candidates they suggested was strong and fit with the core criteria for the search, though they introduced me to a wide range of possible hires.
- Were patient and accommodating throughout the process and as I made adjustments in and/or changes to what type/level of candidate I was looking for. The search ended up taking significantly longer than I'd expected or hoped but I did not feel undue pressure from Troyanos to make a decision.
- Were consultative throughout, helping me with best approaches for interviewing, introducing candidates to the staff and other influentials, negotiating and keeping candidates interested throughout the process.

A handwritten signature in blue ink that reads "Julia Kadison".

Julia Kadison  
Chief Executive Officer  
Milk Processor Education Program (MilkPEP)