



March 15, 2017

Norm and Dennis,

As I reflect on our recent CEO search for CreativeDrive, I wanted to provide some feedback on our experience. Below are several points where I believe you really differentiated yourselves relative to search firms that we have used in the past:

1. Tremendously thoughtful initial diligence
  - a. You took the time to understand the business, team, organizational dynamics and Bertram, and you translated that well into a very detailed CEO spec
  - b. Obviously we wanted everything – you did a good job of helping us prioritize certain characteristics and recognize capabilities that we already had in our team
2. Focused candidate outreach
  - a. The candidates that we discussed were all very industry relevant
  - b. You were very successful in getting people interested in a discussion and learning more, especially those who were not necessarily looking for a new position (true headhunter vs. trafficking in executives in transition)
  - c. When we directed you to the production agencies, you batted 1000 in getting those people to the table
3. Thorough Candidate Reviews
  - a. Based on your initial meetings, your candidate profiles were very comprehensive, insightful and valuable – this is a big area of differentiation
4. Strong coaching
  - a. Whether comparing candidate capabilities, vetting weaknesses or working through the offer and onboarding process, your wisdom and coaching was strong throughout
5. Professional, amicable approach throughout
  - a. Every candidate really liked you guys and I think felt you ran a very professional, fair and responsive process – that's important to us.
  - b. We certainly appreciated the ancillary introductions that you provided – you have been great ambassadors of CreativeDrive and we hope that will continue as you engage with your network.

We have a tremendous respect for your team and hope that we'll have many more opportunities to work together in the future. If we have another search anywhere near marketing services, you would be one of our top choices.

All the best,

Jared Ruger  
Partner  
Bertram Capital