



**SYNERONBEAUTY**

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Tuesday, May 15, 2012

We have signed up the Troyanos Group to help start our sales and marketing team for our newly created company. Our initial assignment was focused on searching for a seasoned retail executive to lead our prestige commercial activity but we quickly decided to leverage the Troyanos Group expertise to help us build the rest of the S&M team. We were particularly pleased with the upfront effort to fully learn and understand our emerging culture and help plan our evolving needs. This comprehensive effort has set the team up for a very successful process of finding the right team at a very short and effective period of time. The group worked with our executive team to utilize our time as effectively as possible by consistently putting us in front of talented people who were strong potentials for the open positions we had. The group added important value to the searches and definition of talent as well as worked to make sure every detail in the hiring process is addressed.

Ultimately, we have successfully recruited a very strong team with compelling track records, precisely relevant experience and strong organizational fit. We look forward to working again with the Troyanos Group for future engagements.

**Fabian Tenenbaum** | Chief Executive Officer



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