



## About MJS

MJS Executive Search is a boutique retained executive search firm with functional specialties in marketing, sales, social media, digital/interactive, PR & corporate communications and general management. Industry specialties include consumer goods & services, Internet & e-commerce, entertainment, media & sports, marketing & PR and professional services. Clients include: *PepsiCo, American Express, Diageo, Applebee's, Timex, SS+K and Fila, Weleda, Equinox Fitness, and SeamlessWeb*. We work on client- and agency-side searches.

MJS has developed a unique expertise in recruiting for social media marketing positions. This new field requires candidates to have an in-depth understanding of the options available, best practices for deploying a sophisticated social media strategy, and a high-comfort level with technology. With all that, it also demands a deep understanding of traditional marketing practices. As this ever-changing and quickly-evolving category develops, we continue to refine our profile of the best skill-set and best candidates for this now essential part of the marketing mix.

MJS Executive Search is a true recruiting partner with your company—a partner you can trust and who gets results...the anchor that helps enhance your team. We use the latest in innovative social media and research tools coupled with time-tested traditional search methods to provide timely, thorough searches. Our goal is to find the right candidate—a candidate who aligns with your corporate culture, who resonates with your management team, and who can become an asset to your company.

## MJS's Process: Efficient Recruiting<sup>SM</sup>

While it's true that no two searches are alike, MJS Executive Search has developed an approach to recruitment that's designed to keep you "in the loop" and to make the process as efficient and hassle-free as possible.

### 1 INITIAL CONSULT

From the outset, we work with you to set specific goals and expectations and help you define the position and establish criteria for the qualities of a successful candidate. We also use this time to learn about your corporate culture to ensure that candidates are a good fit personally and professionally.

### 2 SEARCH STRATEGY

Based on the agreed upon search criteria, we develop an overall recruitment strategy. This strategy identifies organizations, industry connections, opportunities, known candidates, and other factors important to the process—as well as establishes projected timelines.

### 3 ASSESSMENT AND SELECTION

Using a variety of interview and screening techniques, we determine the suitability of potential candidates for your position. We then select the top candidates who most closely match the search criteria.

### 4 UPDATES AND REPORTING

Throughout the process, we provide summary reports on all screened candidates until the finalist is chosen. These reports compare prospects to the search criteria and provide an assessment of their overall strengths and weaknesses.

### 5 INTERVIEWS AND DEBRIEFING

We arrange interviews between you and the candidates. Following each interview, we debrief both parties to gauge mutual interest and assess the likelihood of a successful placement.

### 6 REFERENCE CHECKS, COMPENSATION OFFERS

We perform background and reference checks on the finalist using references provided by the candidate as well as other industry sources. You can also put our knowledge of industry compensation levels and trends to work for you during the negotiation and offer stage.

## Functional Specialties

- Marketing
- Sales
- Social media
- Digital/interactive
- PR & corporate communications
- General Management

## Industry Specialties

- Consumer goods & services
- Internet & e-commerce
- Entertainment, media & sports
- Marketing & PR
- Professional services

 [facebook.com/mjsearch](https://facebook.com/mjsearch)

 [linkedin.com/in/mjsearch](https://linkedin.com/in/mjsearch)

 [mjsearch](https://twitter.com/mjsearch)

## Our Team

### **Matthew J. Schwartz**

*Founder, President & CEO*  
matt@mjsearch.com

Matt founded MJS Executive Search in 2003. Prior to starting MJS, Matt was a Principal in the New York City office of Heidrick & Struggles. There he was part of the Global Consumer Practice and worked across the consumer products, retail fashion and luxury goods, media and entertainment and corporate communications sub-practices. From 1994 to 1999, Matt was a senior consultant at Gundersen Partners, a boutique executive search firm in New York City. At Gundersen, Matt specialized in marketing and marketing services searches for both legacy and start-up organizations.

*Matt is an AIRS Certified Diversity Recruiter.*

### **Sharon Schanzer**

*Principal & Chief Marketing Officer*  
sharon@mjsearch.com

Sharon is the principal and CMO of MJS and is responsible for business development, marketing, PR and corporate communications. Sharon has over 25 years of marketing, technology, and entrepreneurial experience. Prior to joining MJS, Sharon was the founder of Red Letter Day Graphic Design. Prior to founding Red Letter Day, Sharon was VP of Sales and Marketing at VirtualGiveaway, VP of Client Services at ProductPOP, and a principal at Internet professional services firm Luminant. Before Luminant, Sharon was co-owner of Madison Technologies, a publishing technology consultancy and prior to that, she was the Manager of IT services at Condé Nast and a technical writer at KPMG.

### **Randi Sperber**

*Senior Consultant*  
randi@mjsearch.com

Randi is a senior consultant and recruiting leader and drives the research and candidate identification for the firm. Randi spent the last 10 years working in retained executive search and has extensive experience identifying and recruiting top talent across a broad range of functions and industries, from mid-level managers to C-level executives. Randi's superb networking skills and tenacious recruiting style enable her to consistently deliver high quality talent for MJS's clients. Randi transitioned into executive search

### ■ Representative searches

VP, Marketing Naked Juice/Izze (PepsiCo)  
Director of Digital Strategy and Development (PepsiCo)  
VP, Corporate Communications (Pepsi Bottling Group)  
VP, Public Relations (PepsiCo)  
Director of Global Social Media (PepsiCo)  
Director of External Affairs (PepsiCo)  
Customer Marketing Manager (PepsiCo)  
Chief Marketing Officer (SeamlessWeb)  
Director of Social Media and Digital Content (Applebee's)  
EVP of Finance and Administration (Juice Wireless)  
Senior Director of Marketing (Juice Wireless)  
North American Sales Director (Weleda)  
Marketing Director (Weleda)  
CEO (Source Marketing)  
Senior Brand Manager, Interior Paint (Valspar)  
VP of Marketing (Cellfish Media)  
VP of Online Communications (American Express)  
VP of Sales (Dlife)  
U.S. President (Egana Goldpfeil)  
VP of Marketing (Equinox Fitness)  
Senior Director of Sales (Equinox Fitness)  
Director of E-Commerce (Timex)  
Director of Marketing (Centerra Wine Company)  
Director of Marketing (Swedish Match)

### ■ Client list (partial)

Alcone Marketing Group  
American Express  
Applebee's  
Cellfish Media  
Centerra Wines  
Cycling Sports Group  
Diageo  
dunnhumby USA  
Equinox Fitness Clubs  
Fila USA  
Juice Wireless  
Lifemed Marketing  
Norm Marshall Associates  
Pangea3  
PepsiCo  
Pepsi Bottling Group  
Retail Solutions  
SeamlessWeb  
Shiftcontrol Media  
Source Marketing  
SS+K  
Swedish Match  
Timex Corporation  
Valspar  
Weleda