

Financial Services Recruiting

Wachovia Corporation Relies on ZoomInfo to Uncover Hard-to-Find Executives

Wachovia Corporation (NYSE:WB) is one of the largest providers of financial services to retail, brokerage, and corporate customers throughout the East Coast and the nation, with assets of \$493 billion and stockholders' equity of \$47 billion as of March 1, 2005. Wachovia's Executive Search Group is responsible for managing dozens of hard-to-fill executive searches every year. In just one year, the company filled more than 25 CXO-level positions.

Benefits to Wachovia

- More efficient search cycles
- Better-targeted and more qualified candidate pools
- Larger candidate pools - 40% of potential candidates come from ZoomInfo
- Reduced reliance on other resources

David Ivester, Director of Research for Wachovia's Executive Search Group, is charged with researching companies and professionals to find candidates who might not be looking for a new position, but might be right for the company. "The most important as well as most difficult aspect of my position is finding enough qualified candidates from which to recruit," says Ivester. "Before ZoomInfo, I used mainly lists of professional conference attendees. Now I turn to ZoomInfo as the first step in any search, because the results I get are so broad as well as targeted. In the past 18 months, ZoomInfo has assisted me in more than 30 executive-level searches."

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How does ZoomInfo meet Wachovia's recruiting needs? "By searching on title, with key word variations, and sorting the results by company, I can find out exactly who at similar firms has the same kind of job we want to fill, which makes them an excellent passive candidate. Nearly 40% of our candidates that

Wachovia intends to contact in any given search come directly from ZoomInfo," Ivester notes. For example, on a recent search, Ivester was looking to fill an Operational Risk Consultant position, so he started with "operational" as the key word for one search, and then used "risk management" as the key word the second time. Ivester sorted the results by company and picked out the summaries of those who worked only in the financial industry. "This kind of approach really gives me pinpointed, accurate lists of qualified candidates," he said. He used that same approach in finding a Treasury Services Strategic Analyst - crossreferencing "treasury services" with "analysts" who had specialized industry certifications.

Ivester has used ZoomInfo since its inception and finds its powerful search features give him all the functionality he needs. "I search by biography, and I like the fact that I can see the information source from which the summary was compiled." He uses these links to delve deeper into referenced sites for more information and additional contacts. Best of all, "I think that the completeness of the ZoomInfo summaries is something that can't be found anywhere else," Ivester concludes.

ZoomInfo is the most current and complete source of information on professionals and businesses in the U.S. As of March 2005, ZoomInfo had more than 24 million summaries of business people from executives to individual contributors at more than 1.5 million companies. An additional 450,000 new summaries are added each month.

For a demonstration of ZoomInfo, call toll free 866.904.ZOOM (9666) or visit www.zoominfo.com.