

CUSTOMER PROFILE | EXECUTIVE RECRUITING/BUSINESS DEVELOPMENT

Brody Executive Search



“ZoomInfo is like having multiple employees at your fingertips that do exactly what they’re supposed to do.”

- Steve Brody, Founder, Brody Executive Search

Results

- Sped up time to completion of projects by 25 percent – most searches completed in under 90 days
- Opened up business expansion by making daily work flows more efficient
- Preserved personal touch in every aspect of client work

Company: High-Tech Executive Recruiting in Silicon Valley

Over 25 years, Steve Brody [www.brodyexecsearch.com] has personally managed top executive searches for some of the most influential venture capital firms. These investors rely on his expertise and discretion when placing CEOs and top vice presidents in fast-growing privately-held technology companies. His firm specializes in quickly identifying elusive, hard-to-recruit talent that can move emerging companies through tremendous growth, so his record of placing more than 500 executives speaks volumes about his connections and longevity. Demanding clients and specific requirements for candidates are just some of the challenges of working with venture-backed companies.

Situation: Getting More Details in Less Time

Brody prides himself on handling every aspect of a client engagement personally, yet there are limits to what one person can do. He has tried different ways to add time to his busy schedule - new research staff could free time for interviews and client meetings. But researchers couldn't help because of the time needed to explain the particular personality type, skills, business or technical domain characteristics the client needed. Other people didn't search through the same sources he chose and often returned without contact information and critical details. The key was gathering enough information across multiple search terms to produce better results in less time.

Personal Knowledge Makes The Difference

From his headquarters in the Bay Area, Brody has worked several times with the same person in multiple companies within Silicon Valley. His experience and in-depth ties to local industry helped build a reputation for finding and closing unattainable or inaccessible candidates. *“Steve has conducted several retained executive searches for me over the past decade. His hands-on, client-centric approach has consistently delivered good results for me. He looks out for the best interests of both his client and the executive he is placing. He aggressively works the search until a win/win match is achieved,”* says Chris Rust, partner at U.S. Venture Partners.

ZoomInfo Impact

Using ZoomInfo PowerSearch, research time is cut from days to minutes and returns are more focused on an actionable set of contacts and companies – including their peer group and competitors. This added information increased the pool of qualified candidates and improved search results even for the most specific requirements. Brody estimates he has cut a month or more from CEO searches, completing CEO placements between 90 and 120 days. Vice president-level searches have been reduced to between 60 and 75 days.

“This kind of dramatic reduction in time – and improvement in results – means I can take on additional searches. At the same time, I can more accurately determine the degree of difficulty of a search before it begins. This helps set realistic expectations with clients, increasing overall satisfaction and creating more time for expanding the business,” Brody says.