



OPPORTUNITY MARKETING PIECE

BUSINESS DEVELOPMENT REPRESENTATIVE

LOCATION | **Milton, FL**

POWERED BY ROPELLA'S  **SMART** Search System™



ROPELLA®
GROWING GREAT COMPANIES

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ROPELLA.COM

ABOUT **ROPELLA**

THE WORLD'S LEADING EXECUTIVE SEARCH FIRM

The Ropella Group (“Ropella”) is the world’s leading Executive Search Firm specializing in the chemical, consumer products and technology industries. Headquartered in Milton, Florida (northwest of Pensacola and northeast of Fort Walton Beach / Destin), Ropella employs approximately 50 people around the globe – more than 15 of which have been added in the last two years.

In business for more than 30 years, Ropella is a company which continues to grow and excel. In 2018 they were awarded a Super Qualified Target Industry incentive by the Santa Rosa County Commission. This funding will support Ropella’s goal of doubling the number of employees over the next five years, as well as the space to support them.

They have also been highly decorated by Families Count, a Florida Panhandle-based company: they received the “People’s Choice Award,” “The Family Champions Award” and were listed as #4 on “The Top 20 Companies for Working Families.”

QUICK FACTS



1987
ESTABLISHED



PATRICK ROPELLA
CEO



20+
EMPLOYEES



MILTON, FLORIDA
HEADQUARTERS

EXECUTIVE SEARCH AND CONSULTING

Ropella has been helping companies grow and prosper by developing their most important competitive advantage — smart, capable people — for more than 35 years. They excel at finding those select few candidates with the right skills, qualifications, background and management style that fit their clients' compensation parameters and are ready to relocate.

The need for effective executive search is becoming ever more valuable. Increased competition, technology and globalization are all driving the demand for talented people.

Ropella is ready to meet this challenge. They've created the world's largest database of individuals working in the chemical and related industries and continue to expand their team of consultants.



INSIDER ADVANTAGES

- *Personal Relationships*
- *Global Network*
- *Industry Immersion*
- *The SMART Search System®*

RECRUITMENT PROCESS

Ropella attributes its success to their proprietary 12-step recruitment process: **The SMART Search System®**. The SMART Search System® has revolutionized hiring in the same way Six Sigma revolutionized manufacturing, driving quality and speed of recruitment.

Through the SMART Search System®, Ropella provides clients — including major companies such as Nike, BASF, Benjamin Moore, Bite Beauty (Louis Vuitton Moët Hennessy), Duracell and Tate & Lyle — with precise and predictable hiring results unparalleled within the search industry.



SMART
SEARCH SYSTEM
RECRUIT SMARTER, NOT HARDER

STAGE 1 | SMART STRATEGY & LAUNCH

- Aligning Expectations
- Search Strategy
- Opportunity Marketing Piece
- Skills Survey & Scorecard
- Assessments

STAGE 2 | SMART RECRUITING & INTERVIEWING

- Recruiting
- Interviews
- Hiring Team & Candidate Debrief

STAGE 3 | SMART HIRING & ONBOARDING

- References & Background Checks
- Compensation Benefits & Relocation Assessment
- Onboarding

ROPELLA CULTURE AND VALUES

Joining Ropella is less like starting a new job and more like being welcomed as the newest member of a tight-knit family. They drive productivity by investing in people: each member of the Ropella family is celebrated for his or her unique role in building the company's success. Families come first, and employees are encouraged to maintain a healthy work-life balance.

From daily sports during lunch (wallyball, basketball, tennis), monthly birthday lunches and annual trips to the water park, to volunteering with Habitat for Humanity, competing in the annual YMCA Corporate Cup Games and an annual weekend Christmas retreat in Destin, Ropella employees maintain their connections both inside and outside the office so that working together comes easy.

When hiring new employees, Ropella is concerned about culture first and foremost. They know that the best team members are not necessarily those with the most credentials — skills can be trained — they are the ones with great character and attitude.



HABITAT FOR HUMANITY



RIVER FLOAT



CHRISTMAS PARTY



GRIZZLY AXES



PAINTING WITH A TWIST

CORE VALUES





ON-SITE FACILITIES

Ropella's state-of-the-art headquarters provide an employee-friendly atmosphere in combination with the best computer and communications technology available. It houses art collected from all over the world and has an on-site full kitchen, a pool table, and other recreational equipment.



HIRING MANAGERS



Patrick Ropella is the Chairman and Founder of The Ropella Group. Under his leadership, Ropella has transformed into a leading global executive search firm that has revolutionized recruiting through the propriety SmartSearch® System, providing organizations with unparalleled quality and precise hiring results.

Patrick has more than 35 years of experience in executive search across many industry sectors, including C-suite and Board level, PE (and VC) backed firms, and family office investors. He places candidates that are “best-fit” and ready to drive maximum impact. Ropella clients include the following: Origin Materials, General Electric, DOW, BASF, Georgia Pacific, SONY, Nike, Clorox, Pfizer, PPG, Revlon, Baxter Labs, TE Connectivity Ltd., Johnson & Johnson, Shell, Sherwin Williams, and many more.

Patrick is the author of *The Right Hire*, which gives proven principles and strategies to identify, attract, motivate, and measure talent in any field. He writes regular content that focuses on best hiring practices, recognizing high-impact leadership, and career transition. His C-suite and investor insights are featured in a long list of industry publications worldwide.

Christian Hogue is the Vice President of Client Partnership Development and Marketing. He has played a formative role in reshaping how Ropella engages with new industry partners. Christian’s enthusiasm about living the Ropella Group’s core values is seen both in his interactions with industry partners and office colleagues. As a business development leader, Christian actively promotes company culture through organized sports and extracurricular activities.

Holding a Bachelor of Science in Mechanical Engineering from the University of West Florida (UWF), Christian is also completing a Master of Business Administration degree from UWF. In his downtime, Christian enjoys spending time fishing and diving in the Gulf of Mexico.



BUSINESS DEVELOPMENT REPRESENTATIVE

Position Description

Ropella is looking for a Business Development Representative that will build market position and facilitate business opportunities by locating, developing, defining and closing new client relationships.

ACCOUNTABILITIES

- Making “Gold Calls” to the Sr. Executives within the Global Chemical, Allied and other Technology Industries within an assigned geographic region:
- “Gold Calls” are calls to individuals that are recipients of our marketing materials, i.e., Snail Mail Marketing and E-mail Marketing.
- The Targets of the “Gold Calls” include the Sr. Executives within the Global Chemical, Allied and Technology Industries (Order of Preference: CEO’s, Presidents, Vice Presidents, and Directors), and the HR Executives within the Global Chemical and Technology Industry (Order of Preference: VP of HR, Dir. of HR, and HR Managers).
- Taking new leads that come through Publications, ESC’s, Trade Shows, etc. and pursuing them for scheduling retained search presentations.
- Identify trendsetter ideas by researching industry and related events, such as:
- Looking for companies announcing growth, i.e., creating new divisions, expanding existing divisions, etc.
- Reviewing Classified Ads in industry publications for specific opportunities.
- Looking for Executives that are being promoted within their existing company or moving to new organizations into a management role.
- Working in conjunction with Ropella Media to ensure that the proper people are being “touched” with our marketing campaigns (E-mail Marketing, Snail Mail Marketing, Industry Publication Adv’s, and Trade Show Adv’s).
- Attending Trade Shows/Conferences, Industry Association meetings, and other networking functions that could result in potential new business opportunities.
- Maintaining a well-defined “tickler” file:
- File should include 50 plus fresh contacts each day for calling.
- Working in conjunction with Xcavate to Data Mine at the Top 30 clients’ list of Career pages, as well as any job postings by a list of Top 30 clients on Monster, Career Builder, etc.
- Staying in contact with the industry job boards such as ChemPharma, ICIS, etc.
- Keep abreast of changes in the marketplace, both in terms of potential business development activities and general marketplace trends and news.
- Update job/industry knowledge by participating in educational opportunities; professional publications; maintaining personal networks; participating in professional organizations.

QUALIFICATIONS

- College degree required, graduate degree desired.
- Minimum of 5 years business experience.
- Able to prioritize and manage workload.
- Prospecting and sales planning skills.
- Motivation for sales.
- Closing skills.
- Effective spoken and written communication skills.
- Computer literate and operational.
- Strong organizational skills and detail orientation.
- Confidentiality and honesty.
- Team player.
- Strong analytic abilities.
- Professional, committed to quality service and client satisfaction.
- Demonstrated initiative, resourcefulness, and dependability.

ABOUT MILTON AND NORTHWEST FLORIDA



QUICK FACTS

~10,000

census population

PNS

closest major airport

PENSACOLA

closest major city

I-10

major highway

Tucked away off Northwest Florida’s beaten path is the city of Milton, an unspoiled destination for anyone seeking adventure and unsurpassed natural beauty. Milton is the county seat of Santa Rosa county and is among the oldest cities in Florida, incorporated in 1844. It maintains a fine balance between small town charm — it’s hard to go anywhere without running into someone you know - and modern urban life. Adding to the tight community bond are the numerous events that Milton hosts throughout the year, including Scratch Ankle festival, First Friday, Bands on the Blackwater and other celebrations and art shows that often debut on the river walk.

Although most people come to the Emerald Coast for the beautiful white sand beaches, the crown jewel of Santa Rosa County is its Blackwater River State Forest. Historic downtown Milton proves easy access to the tea-colored, sand-bottom river which offers nearly 40

miles of canoe routes. When looking to take a break from the water, the area also offers trails for hiking, biking and horseback riding, as well as a special trail marked for bird watchers.

Milton offers many areas to shop, from popular chain brands to an abundance of locally owned specialty shops. Larger shopping malls are located in the nearby cities of Pensacola and Fort Walton Beach/Destin.

Pensacola, established in 1559, has the honor of being “America’s First Settlement.” As such, the area is deeply steeped in cultural history. Known as the “City of Five Flags,” Pensacola has been ruled by five governments over the centuries: Spain, France, Great Britain, the Confederate States of America and, of course, the United States of America. Take a guided tour of 19th-century homes, the 1832 Old Christ Church or the Naval Aviation Museum.



Perhaps the one thing Pensacola is most known for — other than having the world’s whitest beaches — is being home to the Blue Angels, the second oldest formal flying aerobatic team in the world. The team’s show season runs from March until November, when the pilots perform for more than 10 million people around the country.

From the world’s largest artificial reef to picturesque walking trails, visitors will find plenty of ways to have fun in the sun.

There are also a number of outdoor annual festivals that take place in Pensacola throughout the year, including the annual Crawfish Festival, FooFoo Festival, Blue Angel Homecoming Air Show, Great Gulf Coast Arts Festival and New Year’s Eve Pelican Drop.

Sports fans will enjoy the beautiful golf courses, watching the Blue Wahoos (AA affiliate of the Cincinnati Reds) or the Ice Flyers (Southern Professional Hockey League), or some DII UWF Football. Art enthusiasts can catch a show at the Saenger Theatre or Pensacola Little Theatre or visit the Pensacola Museum of Art, Historic Pensacola Village or Pensacola Lighthouse. Meanwhile, those looking to further their education have a variety of options including Pensacola State College, Pensacola Christian College and the University of West Florida.

Just east of Pensacola is a relaxed beach community known as Navarre. Nestled between Gulf Islands Na-

tional Seashore and Navarre Beach County Park, this community offers solitude and simplicity. Visitors can sun on the beach, swim in emerald waters, enjoy a picnic in the park or pedal along a scenic bike path.

A popular spot among avid fishermen, the Navarre Beach pier is the longest fishing pier in Florida, stretching 1,545 feet long and towering 30 feet above the calm waters. Here, visitors can almost always spot schools of fish – both tiny and grand – in the crystal clear depths, with stingrays and dolphins making an occasional guest appearance. They say time moves slower here, so visitors and residents alike find it easy to take a break, kick back and relax.

For those seeking additional shopping opportunities and outdoor fun, the cities of Destin and Fort Walton Beach are only a sidestep away from the laid-back Navarre community. The area offers endless strings of recreational fishing fleets and water activities including jet skis, parasailing and swimming with dolphins.

The Destin Commons and Silver Sands Outlets offer access to a multitude of national chains, including Banana Republic, Abercrombie & Fitch, Bass Pro Shops and Lowes, as well as a bowling alley, movie theatre and several restaurants.

Alternatively, visitors can take a walk through Downtown Fort Walton for skate and surf shops, high fashion and other boutiques for every taste.

MILTON, FL

HIGHLIGHTS AND LINKS

CITY INFORMATION

City of Milton

miltonfl.org

City of Pensacola

cityofpensacola.com

Pensacola Official Tourism

visitpensacola.com

City of Destin

cityofdestin.com

City of Fort Walton Beach

fwb.org

Navarre

visitflorida.com/en-us/cities/navarre.html

SHOPPING

Cordova Mall

simon.com/mall/cordova-mall

Destin Commons

destincommons.com

Santa Rosa Mall

santarosamall.com

Silver Sands Factory Outlets

premiumoutlets.com/outlet/silver-sands

Grand Boulevard Town Center

grandboulevard.com

Harborwalk Village

emeraldgrande.com/harborwalk-village

ARTS & ENTERTAINMENT

Museum of Local History

santarosahistoricalandsociety.com

The Milton Theatre

miltontheatre.com

Aventures Unlimited

adventuresunlimited.com

Pensacola Little Theatre

pensacolalittletheatre.com

Pensacola Saenger Theatre

pensacolasaenger.com

Pensacola Bay Center

pensacolabaycenter.com

National Naval Aviation Museum

navalaviationmuseum.org

Pensacola Museum of Art

pensacolamuseum.org

Emerald Coast Science Center

ecscience.org

Pensacola Lighthouse and Museum

pensacolalighthouse.org

SPORTS

Pensacola Ice Flyers

pensacolaiceflyers.com

Pensacola Blue Wahoos

milb.com/pensacola

UWF Argonauts Football

goargos.com

NEWS

Santa Rosa's Press Gazette

srpressgazette.com

Pensacola News Journal

pnj.com

WEAR-TV

weartv.com

Northwest Florida Daily News

nwfdailynews.com

EDUCATION

Santa Rosa County School District

santarosa.k12.fl.us

Escambia County School District

ecsd-fl.schoolloop.com

Pensacola State College

pensacolastate.edu

Northwest Florida State College

nwfsc.edu

University of West Florida

uwf.edu

REALTY

Zillow

zillow.com/milton-fl

Trulia

trulia.com/FL/Milton