



# CLIENT **SUCCESS STORY**

The challenge,  
solution, and  
results delivered.



NANODIMENSION

*VICE PRESIDENT OF GLOBAL MARKETING*



# NANODIMENSION

## CLIENT

# NANO DIMENSION

## COMPANY OVERVIEW

- Founded 2012
- 175+ Employees Globally
- Headquartered in Ness-Ziona, Israel
- Pioneer and Provider of Additively Manufactured Electronics (AME) Technology
- Subsidiaries include Global Inkjet Systems, DeepCube Ltd., and Nanofabrica

Nano Dimension (Nasdaq, TASE: NNDM) is a provider of intelligent machines for the fabrication of Additively Manufactured Electronics (AME). High fidelity active electronic and electromechanical subassemblies are integral enablers of autonomous intelligent drones, cars, satellites, smartphones, and in vivo medical devices. They necessitate iterative development, IP safety, fast time-to-market and device performance gains, thereby mandating AME for in-house, rapid prototyping and production. Nano Dimension machines serve cross-industry needs by depositing proprietary consumable conductive and dielectric materials simultaneously, while concurrently integrating in-situ capacitors, antennas, coils, transformers and electromechanical components, to function at unprecedented performance. Nano Dimension bridges the gap between PCB and semiconductor integrated circuits and offers a sustainable solution that limits environmental impact through optimized design, size, and weight. A revolution at the click of a button: From CAD to a functional high-performance AME device in hours, solely at the cost of the consumable materials.

## THE CHALLENGE

Nano Dimension needed a Vice President of Global Marketing to spearhead the go-to-market strategy for their Additively Manufactured Electronics (AME) printing machines across a variety of global sectors. This role would work with decision-makers and other stakeholders (multi-billion dollar corporations) to market Nano Dimension 3D AME Solutions across the electronic device marketplace. Preferred candidates would have an extensive successful sales and marketing track record in the electronic device or manufacturing industry and experience selling to diverse multi-billion-dollar corporations.

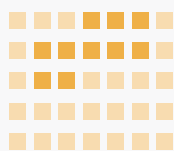
## THE SOLUTION

Having previously placed their U.S.-based Vice President of Sales, Nano Dimension turned to Ropella to find another exceptional talent to lead their global marketing efforts. Ropella leveraged its ideal leadership hiring model, the SMART Search System®, to conduct a global search resulting in a record-breaking placement in under one month. With help from Ropella, the newly appointed Vice President of Global Marketing is now playing a critical role in scaling the growth of Nano Dimension.



## RESULTS DELIVERED

Ropella identified and engaged with 45 select prospects on behalf of Nano Dimension. From there, Ropella submitted 3 candidates, all of whom were interviewed.



**3** BUSINESS  
DAYS

To Qualified Candidates



**15** BUSINESS  
DAYS

Speed To Placement

With multiple A-player candidates interviewed through an in-depth interview and assessment process, the top candidate was identified. Ultimately, Nano Dimension utilized Ropella's Compensation Comparison Calculator and supporting Offer Strategy Summary to creatively bridge a gap and secure their ideal leadership candidate.

Reporting directly to the company President, this new Vice President of Global Marketing will play a fundamental role in executing a B2B marketing plan with a network of institutional partners.

# DELIVERABLES

## PAGE

### OPPORTUNITY MARKETING PIECE

05.

Custom-created for Nano Dimension, the Opportunity Marketing Piece attracted passive (employed and not looking) candidates from a select group of highly-targeted companies. The Opportunity Marketing Piece enabled Ropella's Executive Search Consultants to present Nano Dimension's revolutionary technologies and incredible opportunities for growth to a shortlist of select executives with extensive experience in the electronic device industry.

### SKILL SURVEY

13.

This custom-created Skill Survey equipped Ropella's Executive Search Consultants to effectively screen and gather information from a pool of pre-qualified prospects. This step was critical to identify and select the most qualified A-players for final submission.

### SCORECARD

15.

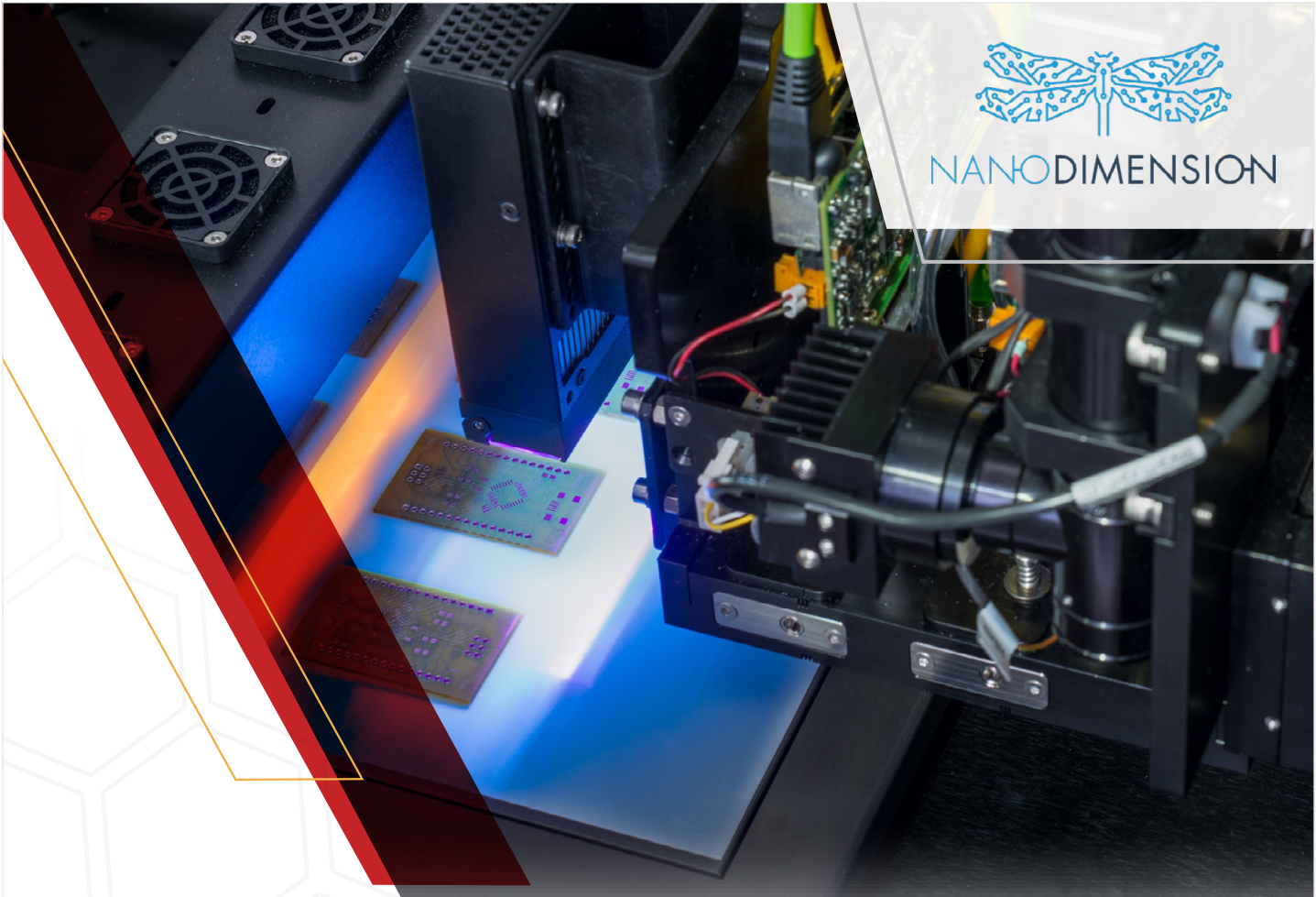
Ropella thoughtfully scored all candidates during the screening and interview process, using a custom-created Scorecard. These scores determined each candidate's skills and experience, cultural dynamic, management style, compensation, relocation fit, and other attributes.

### COMPENSATION COMPARISON CALCULATOR

17.

Ropella's proprietary Compensation Comparison Calculator compiles a variety of complex compensation factors into a concise Offer Strategy Summary, thereby ensuring that clients don't lose the perfect candidate to ineffective "negotiations" and/or a current employer counteroffer or other "competing" offers.

Our supporting Offer & Acceptance tools help transformational leaders determine (without the risk of overpaying) what it takes to get to parity "a wash," versus an acceptable total offer package that will result in a prompt and firm "yes!"



NANODIMENSION

**OPPORTUNITY** MARKETING PIECE

## **VP OF GLOBAL MARKETING**

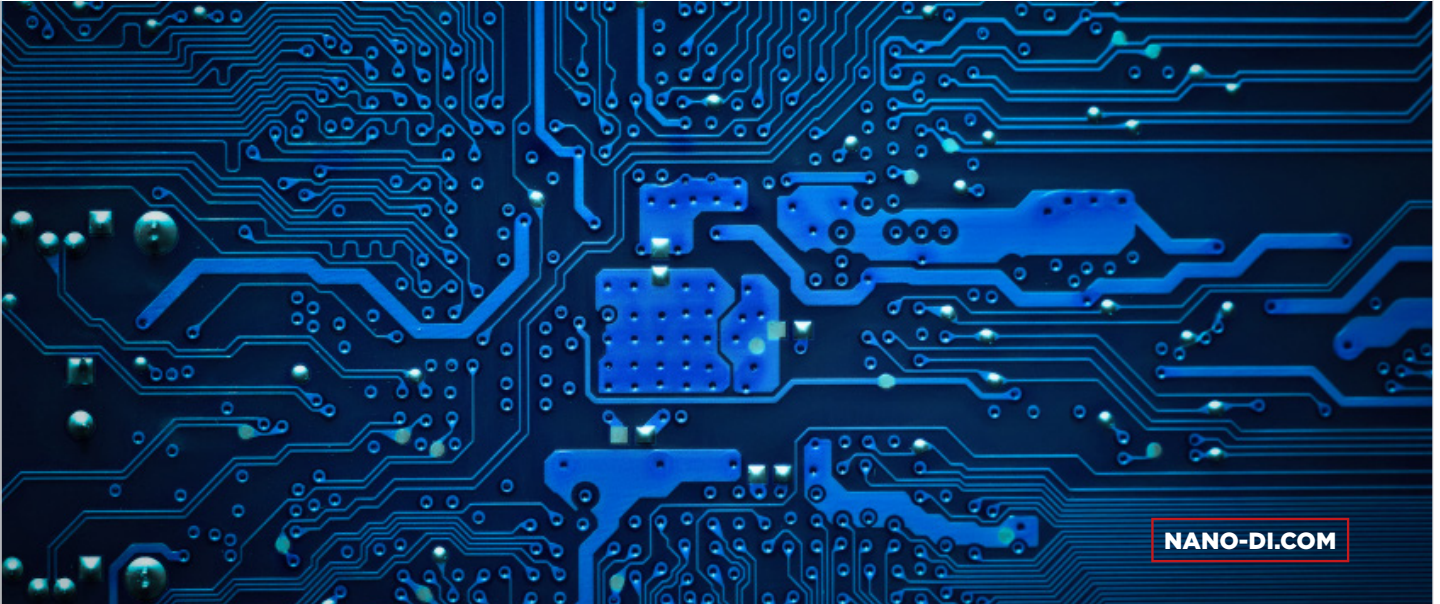
LOCATION | **Sunrise, FL**

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



**ROPELLA**®  
GROWING GREAT COMPANIES

FOR MORE INFORMATION, CONTACT:  
**ERIC KRAUSE**, President  
850.564.2853 | [eric@ropella.com](mailto:eric@ropella.com)



## ABOUT **NANO DIMENSION**

Nano Dimension (Nasdaq, TASE: NNDM) is a provider of intelligent machines for the fabrication of Additive Manufactured Electronics (AME). High fidelity active electronic and electromechanical subassemblies are integral enablers of autonomous intelligent drones, cars, satellites, smartphones, and in vivo medical devices. They necessitate iterative development, IP safety, fast time-to-market and device performance gains, thereby mandating AME for in-house, rapid prototyping and production. Nano Dimension machines serve cross-industry needs by depositing proprietary consumable conductive and dielectric materials simultaneously, while concurrently integrating in-situ capacitors, antennas, coils, transformers and electromechanical components, to function at unprecedented performance. Nano Dimension bridges the gap between PCB and semiconductor Integrated Circuits and offers a sustainable solution that limits environmental impact through optimized design, size, and weight. A revolution at the click of a button: From CAD to a functional high-performance AME device in hours, solely at the cost of the consumable materials.

### QUICK FACTS



**2012**  
ESTABLISHED



**175+**  
EMPLOYEES



**NESS-ZIONA, ISRAEL**  
HEADQUARTERS



**YOAV STERN**  
CEO

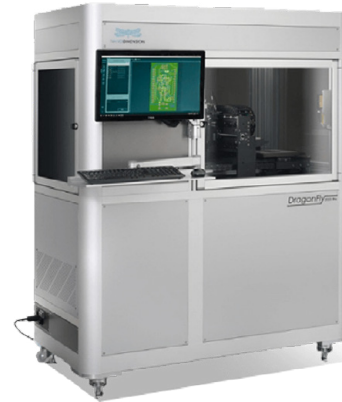
# ELECTRONIC COMPONENTS

The Lights-Out Digital Manufacturing (LDM) is a manufacturing technology in which systems run with little to no intervention, around the clock. In the case of additive manufacturing, LDM means DragonFly users can 3D-print more functioning electronic circuitry faster, extending the DragonFly's rapid prototyping capabilities beyond prototyping. Users can now, 3D print one-off prototypes as well as low-volume manufacturing of printed electronics.

The DragonFly LDM augments the capabilities of the award-winning DragonFly Pro system with new proprietary, state-of-the-art technology that enables 24/7 uninterrupted 3D printing. Improvements include new advanced printer head, software management algorithms and automatic-self-cleaning of its print heads every few hours. The new system is equipped with real-time automatic material monitoring capabilities that ensure maximized runtime, optimization of Overall Equipment Effectiveness (OEE) and significantly improved workflow and production processes.

The new technology minimizes the frequency and duration of scheduled downtime to typically just one weekly maintenance operation.

Dragonfly offers an ecofriendly solution that drives sustainability and limits environmental impact through optimized design, size, and weight. Thereby, significantly reducing waste when compared to traditional manufacturing.



## RESEARCH

- The DragonFly LDM System enables you to produce cutting edge electronics in your lab.
- Implement advanced research in the fields of 3D Electronics: 3D / Ommi Antenna, 5G, MEMS, Advanced Sensors, Non-Planar Multi-Layer Electronics, HDI.
- Attract top talents and commercial partners with the most advanced edge technology in your lab. in the aerospace industry.

## AEROSPACE

- AME Technology enables you to reduce weight and to miniaturize electromechanical components like never before.
- New horizon open for Autonomous Flight Systems | Drones, More-Electric | All-Electric Aircrafts, Mini Satellites | CubeSats and Digitalization.
- Significantly expedite your time to market on New Space Applications.

## DEFENSE

- Improve Innovation and reduce time to market for advanced solutions in the Air, Sea, Land, Space and Cyber.

- Keep your IP in your lab with the DragonFly LDM System and save time by eliminating the need for involving external parties.
- Create the foundation for Digital Inventory, Delocalization and Just-in-time (JIT) production.

## MEDICAL

- Reduce time to market and optimize design for medical devices, biomedical sensors and in-vivo applications.
- Keep your IP in your lab with the DragonFly LDM System and save time by eliminating the need for involving external parties.
- Foster digitalization in healthcare, consumerization, real time interactions with smart sensor and 5G technology.

## AUTOMOTIVE & INDUSTRIAL

- Digitalization is the new horizon for the Automotive Revolution and Industry 4.0.
- AME Technology enables you to create optimized electromechanical parts for: Smart Products, IoT, Sensors, Autonomous Driving, Electric Vehicles, 5G Networks.
- Expedite your time to market on new applications.



## NANO DIMENSION CULTURE

Driven by a vision to lead the race for industry 4.0 readiness, Nano Dimension is dedicated to developing industry-shaping 3D printed electronics solutions. They have a team whose expertise span a wide range of professions, from material science, advanced process development, electronics to 3D printing. Their synergized experience, combined with years of R&D, have led to breakthroughs in precision additive manufacturing of printed electronics and reflect Nano Dimension's global ambition and impact on electronics development.

For both seasoned professionals and university grads, Nano Dimension is an outstanding opportunity for career advancement and an exciting place to come to work every day.



### INSIDE NANO DIMENSION

*Take a Tour of Nano Dimension's Headquarters*



## HIRING MANAGERS



**YOAV STERN**  
Chairman & CEO



Mr. Stern is a seasoned executive with a proven track-record of over three decades. He served in executive roles as CEO and Chairman as well as an active hand-on investor in hi-tech companies, specializing in machine vision, fiber optics, defense-tech, communication solutions, aerospace, and homeland security. Mr. Stern spent most of his business career in the United States, running both public and private companies with global operations. He has built and turned around several international corporations, growing them from a few million dollars to hundreds of million dollars in revenue, most of them traded in US public markets and all of them encompassing multi-disciplinary technologies and operations across 3-4 continents.

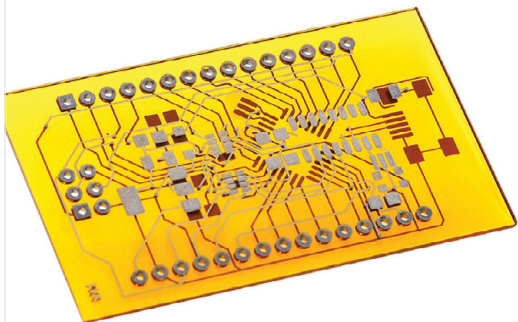
Among the companies that Mr. Stern has led, some of which he eventually sold, were Wordstar International Inc., Kellstrom Industries Inc., DVTEL Inc., Bogen Corporation, and FiberSensys LLC. Through the development of effective strategies and rigorous execution, Mr. Stern implemented methodologies that resulted in organic growth and generated attractive M&A opportunities for scaling up the businesses, ultimately increasing shareholders' value.



**ZIVI NEDIVI**  
President



Mr. Nedivi has been the CEO of several technology companies, including Cyalume Technologies Inc., a world leader in chemical-lighting solutions that manufactures chemiluminescent ammunition and infra-red devices used by U.S. and NATO military forces as well as law enforcement agencies. He was also the COO of Lumenis Ltd., a world-leading developer of innovative energy-based technologies, where he was directly responsible for 1,000 employees on 5 continents. From 1990-2005, he was the CEO of Kellstrom Industries, Inc., a supply chain and advanced data management company. While CEO of Kellstrom, he grew the company from \$8M to \$330M over a 5-year period including nine acquisitions. A graduate of the Israel Air Force Academy, he was a F-15 fighter Pilot for seven years and held the rank of major. He is an international businessman with a global network of contacts at innovative companies across the globe.



## POSITION PROFILE

## VP OF GLOBAL MARKETING

NANO DIMENSION

*Nano Dimension (Nasdaq: NNDM) is a leading electronics provider that is disrupting, reshaping, and defining the future of Additively Manufactured Electronics (AME), and is a pioneer in the electronics industry, offering a revolutionary one of a kind product.*

*The company is in a stage of rapid growth; joining now will give you the unique opportunity to leave your mark on the future of electronics and lead significant impact. At Nano Dimension, you will have a chance to collaborate with exceptional professionals with a broad set of skills to redefine the way electronics are created.*

*Nano Dimension is looking for a VP of Global Marketing. As a leader, your main goal will be to increase business through marketing and create a network of international partners to drive business growth. You will implement a strategic marketing plan by defining, guiding and coordinating the activities of a highly motivated multidisciplinary team. You will report to the President of Nano Dimension.*

**RESPONSIBILITIES**

- Define, plan, accomplish strategic marketing goals and KPIs, which will be closely aligned with the sales team
- Create and coordinate a network of institutional partners
- Define and communicate B2B marketing plan
- Analyze the performance of marketing inbound and outbound activities and accomplish the annual goals of qualified Leads and generating business
- Coordinate the company brand and product's communication (promotional/institutional videos, case studies, blog, social media) in all company channels
- Follow the event's agenda and coordinating the company's presence in national and international events

**SKILLS & REQUIREMENTS**

- Proven experience of 7+ years in a similar role
- Bachelors degree in marketing or related field is required; masters is a plus.
- Demonstrable experience of leading a global B2B marketing team
- Previous experience in managing subcontractors and agencies
- Strong critical sense with a result-oriented drive
- Strong innovation and creative skills
- Excellent coordination and leadership skills in a fast-paced environment
- Availability to travel
- Experience with sophisticated capital equipment
- Experience with multidisciplinary, electronic products and PCB board design/manufacturing - a significant advantage
- Fluent English; additional language is a plus
- Applicants must be already eligible to work in the USA from our Sunrise, FL office.



## ABOUT **SUNRISE AND SURROUNDING AREAS**

### **SUNRISE, FL**

The amenities of a growing cosmopolitan city. The heart and soul of a small town. The City of Sunrise, located in western Broward County, is home to approximately 92,000 residents and host to several million national and international visitors each year. Situated in the heart of the tri-county region (Miami-Dade, Broward and Palm Beach), we are proud to be the gateway to a vast number of residential, business, entertainment and cultural opportunities - and the stage for spectacular, color-washed sunsets.

Sunrise is the 26th largest of Florida's 400+ incorporated municipalities, as well as one of its most progressive. Yet it remains a friendly place where natural beauty is valued and lush landscaping is used to enhance neighborhoods, thoroughfares and public places. Sunrise also maintains its long-standing commitment to developing and maintaining itself as a sustainable community that preserves the past while planning for the future.

### **FORT LAUDERDALE, FL**

There are 300+ sunshine-y days a year in this South Florida destination, which gives visitors and locals plenty of opportunities to enjoy nature, boating, diverse neighborhoods, events, attractions, and unique only-here specialness that helps define Greater Fort Lauderdale.

It's easy to spend a day at the beach, with soft sands, beachfront promenades as well as beachfront shopping and dining. With comfortable year-round temperatures, the Atlantic Ocean is always inviting to scuba divers, snorkelers, stand-up paddleboarders, jet skiers, as well as families.

There are also thrills back on land, but it's not necessarily "dry." You can get a taste of the craft breweries along the Greater Fort Lauderdale Ale Trail. Enjoy the impressive "wine and dine" scene — a mix of worldly flavors, local favorites and chef-centric genius. The destination also boasts luxury hotels, museums, nightlife, shopping, casinos and family-friendly fun from the Everglades to the arts scene. Days out and about. Nights out on the town. Explore the local way of life that welcomes one and all. #LoveLauderdale

## SUNRISE, FL AND SURROUNDING AREA LINKS

### AREA LINKS

**City of Sunrise**  
sunrisefl.gov

**Greater Fort Lauderdale**  
sunny.org

### SHOPPING

**Sawgrass Mills**  
simon.com/mall/sawgrass-mills

**Galleria**  
galleriamall-fl.com

**Westfield**  
westfield.com/broward

### ARTS & ENTERTAINMENT

**BB&T Center**  
thebbtcenter.com

**Sunrise Civic Center**  
sunrisefl.gov

**Sunrise Pops**  
sunrisepops.org

### SPORTS

**The Bridges at Springtree Golf Club**  
springtreereg.com

**Florida Panthers**  
thebbtcenter.com

### EDUCATION

**Banyan Elementary School**  
browardschools.com/banyan

**Bair Middle School**  
browardschools.com/bair

**Piper High School**  
browardschools.com/piper

**Franklin Academy**  
sun.franklin-academy.org

**Broward Community Schools**  
browardcommunitieschools.com





# ROPELLA® SKILL SURVEY



NANODIMENSION

**POSITION** *VP OF GLOBAL MARKETING*

**NAME**

**DATE**

1. Outline your years of 1. experience in B2B or B2G marketing roles. Which marketing functions do you have the most experience in (i.e. market analysis, market strategy design, marketing communications, digital marketing, launch management, product management, etc.)? Which products/industries are you most familiar with?
2. Highlight your years' experience leading a marketing team. What is the largest group you have led? Of that number, what was the breakdown between direct and indirect reports? What functional areas reported to you?
3. Describe your range of experience in which you led and/or collaborated with international teams. Outline the global regions where you have significant experience and/or have experienced the most success.
4. Share an example of a marketing process or technology that you implemented to support your company's overall marketing strategy. Why was it needed? What collaboration and reporting tools did you use to ensure successful cross-functional collaboration from end to end? What metrics did you use to measure outcomes (and what were the results)?
5. Describe your successful experience providing vision and leadership in a "matrix" environment where you were able to gain buy-in for new strategies and lead through influence to ensure cooperation and coordination among cross-functional teams.
6. Tell us about any non-compete and/or employer restrictions that you may have. Please provide these documents for our review.
7. Are you a US Citizen?
8. If asked one of the following questions during an interview, how would you answer? Why are you considering this opportunity? (or) What's motivated you to consider a career change at this time?
9. Have you ever applied, either directly or through a third party, applied for any role with Nano Dimension? If so what was the date of your most recent application (month/year)?

## **RELOCATION ACKNOWLEDGMENT**

As evidenced by my initials below, I [CANDIDATE] the requirement to relocate for the specific opportunity with Nano Dimension and am willing to do so if hired. I fully understand that this acknowledgment is a requirement for the interview process and states that I have already spoken with any necessary parties (i.e. spouse, significant other, children, parents, etc.) who may directly be impacted by my final decision to relocate.

Initials\_\_\_\_\_



# ROPELLA® CANDIDATE SCORECARD



NANODIMENSION

CANDIDATE'S NAME \_\_\_\_\_

POSITION **VP OF GLOBAL MARKETING**

DATE \_\_\_\_\_

REVIEWER'S NAME \_\_\_\_\_

The Score Card is used to determine a preliminary score for each candidate and their potential fit for the role.

1. Begin with a phone or video interview.
2. Complete this Scorecard using the data collected from the phone interview, resume, and completed Skill Survey.
3. Use the completed Scorecards to compare each candidate (on an apples-to-apples basis) to decide who moves on to the next step in the interview process.

### SCORING KEY

**3 = Excellent** | Proven experience, background, and past examples that are a strong fit for this role.

**2 = Competent** | Experience, background, and examples that are a potential fit for this role.

**1 = Below Average** | Experience background and examples that could be a detriment to this role.

**Bonus = +1** | Exceptional experience or characteristics that go above and beyond the desired requirements for this role.

SKILL SURVEY ANSWERS TO SCORE	SCORE
1. Outline your years of experience in B2B or B2G marketing roles. Which marketing functions do you have the most experience in (i.e., market analysis, market strategy design, marketing communications, digital marketing, launch management, product management, etc.)? Which products/industries are you most familiar with?	
2. Highlight your years' experience leading a marketing team. What is the largest group you have led? Of that number, what was the breakdown between direct and indirect reports? What functional areas reported to you?	
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5. Describe your successful experience providing vision and leadership in a "matrix" environment where you were able to gain buy-in for new strategies and lead through influence to ensure cooperation and coordination among cross-functional teams.	
<b>SKILL SURVEY TOTAL SCORE</b>	

**ADDITIONAL CONSIDERATIONS****YES/NO/UNCERTAIN****Education Fit**

Is the candidate's formal education and training an asset to this role?

**Relocation Fit**

Does the candidate have minimal hurdles to relocation (home ownership, employed spouse, children in grade school, cost of living difference, etc.)?

**Motivation Fit**

How interested is the candidate? Will your opportunity compete with the candidate's current role, an upcoming promotion, possible counter offers, or other ongoing interviews with competitors?

**Compensation Fit**

Will we be able to offer a total compensation package that will motivate the candidate to make a change?

**Communication Fit**

Is the candidate a strong communicator who is easy to understand?

*For each candidate that moves forward, now is the time to start the reference check process ([www.outmatch.com](http://www.outmatch.com)) background check process ([www.clearcheck.com](http://www.clearcheck.com)) and assessment process ([www.hogan.com](http://www.hogan.com)). Remember, the more data and information you can collect earlier in the interview process, the better - as this will make for much better interviews and hiring decisions.*

**ADDITIONAL REVIEW NOTES:**



# COMPENSATION COMPARISON CALCULATOR

Ropella's proprietary Compensation Comparison Calculator compiles a variety of complex compensation factors into a concise Offer Strategy Summary, thereby ensuring that clients don't lose the perfect candidate to ineffective "negotiations" and/or a current employer counteroffer or other "competing" offers.

Our supporting Offer & Acceptance tools help transformational leaders determine (without the risk of overpaying) what it takes to get to parity "a wash," versus an acceptable total offer package that will result in a prompt and firm "yes!"

**COMPENSATION COMPARISON CALCULATOR**

Hiring Company: Nano Dimension  
Candidate Name: Jane Smith

**What's in it for Your Company**

- Jane is passionate about making a positive impact and driving a culture of innovation. She would bring this same passion to your company in her new role as she has successfully done in the past.
- Jane provides the combination of remote lab leadership and technical expertise that is crucial to this position and the future growth of this role.
- Of nearly 200 prospects contacted, and several interviews, Jane has stood out as the top candidate to match the qualifications your company is looking for at a very high level.

**What's in it for Jane?**

- Jane was very impressed by the labs and technology that your company offers.
- Jane loved the energy, passion and the breadth of talent she will be working with at your company.
- She is also excited about her long-term career growth within your company and is eager to work closely with Wendy seamlessly.
- She is excited about the culture of collaboration and team success that she would be a major part of and feels she would fit into seamlessly.

**Important Topics To Be Aware Of**

- Jane is expecting her annual raise of 4.5%. Her salary increase to \$182,875 will need to be considered when entering an offer.
- Should she leave her current position prior to the end of February, she will be forfeiting her earned bonus of \$57,750. We will need to strongly consider a sign-on bonus to offset this loss, if we plan to have Jane join your company before March.
- Jane's vacation time increases to 4 weeks. We should strongly consider offering 4 weeks' vacation to match.

Title	Current	Offer	Option	Details
Position Title	Marketing Manager	VP of Global Marketing		Your company is offering a position title that is a step up for Jane

**Notes:**

Base Salary	Current	Offer	Variance	Details
Annual Base Salary	\$175,000	\$205,000	\$30,000	Based on potential offer, as outlined in offer scenario A, your company's salary of \$205,000 is an approximate 17% increase from Jane's current salary of \$175,000
Base Salary + 4.5% Annual Raise	\$182,875	NA	\$7,875	Jane will receive a raise of 4.5%, increasing Jane's base salary from \$175,000 to approximately \$182,875

**Disclaimer:** Details provided in the "Offer" column of this report are based on Ropella's Offer Scenario A (outlined on the final page). Additional benefit details are based on information received from HR and/or the hiring manager.

**Notes:** Jane is expecting her annual raise of 4.5%. Her salary will increase to \$182,875. Therefore, if we offer a salary of \$205,000, her actual salary increase will be approximately 12% (rather than the 17% listed above).

**Cost Of Living**

Current	Offer	Variance	Details



// JANE SMITH

# OFFER STRATEGY SUMMARY

**CONFIDENTIAL SAMPLE**

*\*To protect the confidentiality of both the client and candidate - all data is for sample purposes only\**



NANODIMENSION

**CANDIDATE FOR**  
VP OF GLOBAL  
MARKETING

**LOCATION**  
Sunrise, FL

POWERED BY ROPELLA'S



**CONGRATULATIONS ON YOUR SUCCESSFUL SEARCH!**

*It has been a real pleasure partnering with you.*

*One of the key services we provide our clients at this stage of our SMART Search System is a thorough compensation analysis and, where possible or logical, an offer recommendation.*

*Throughout the search process, Ropella has had extensive conversations regarding all factors of Jane's compensation and it is now appropriate for us to share the complete details of these discussions with you. We provide this analysis with the belief that the information below should be quite helpful as your Company prepares a formal offer for Jane.*

**But first a disclaimer:** *This is not a mandate, but rather a position paper intended to start a dialogue about the offer and acceptance strategy. We understand that compensation discussions like these can sometimes get emotional and/or stressful for both sides (our client and the candidate - as well as their families, friends, and influencers). Please be aware that as your trusted partner, our loyalties are always 100% with you, our client.*

**FOR MORE INFORMATION, CONTACT:**

**ERIC KRAUSE**  
President  
850.564.2853  
eric@ropella.com

## Candidate Overview

### What's in it for Your Company:

- Jane is passionate about making a positive impact and driving a culture of innovation. She would bring this same passion to your company in her new role as she has successfully done in the past.
- Jane provides the combination of remote lab leadership and technical expertise that is crucial to this position and the future growth of this role.
- Of nearly 200 prospects contacted, and several interviews, Jane has stood out as the top candidate to match the qualifications your company is looking for at a very high level.

### What's in it for Jane:

- Jane was very impressed by the labs and technology that your company offers.
- Jane loved the energy, passion and the breadth of talent she will be working with at your company.
- She is also excited about her long-term career growth within your company and is eager to work closely with Wendy
- She is excited about the culture of collaboration and team success that she would be a major part of and feels she would fit into seamlessly.

Offer Acceptance Strategy	Salary Scenarios	Offer Recommendation Details
A. Salary that Ropella can accept on Jane's behalf	\$205,000	Your Company offers a base of \$205,000 as well as a \$60,000 sign-on bonus. We are highly confident that a package at this level would be accepted by Jane and we can go ahead and set a start date.
B. Salary that could still be considered viable	\$195,000	Your company offers a salary of \$195,000 as well as a \$60,000 sign-on bonus. A package at this level could still be attractive to Jane, but it's more of a roll of the dice and she will want time to compare it to her current package and any counter offers.
C. Salary that Jane will likely walk away from	\$185,000	Your company offers an absolute minimum salary of \$185,000 as well as a \$60,000 sign-on bonus. A package at this level will likely fail and result in Jane staying with her current employer, or continuing to look at other opportunities.

Note: These recommendations are based on detailed conversations we've just had with Jane, in which we tested a variety of hypothetical offer scenarios based on comparing all compensation details. Therefore, our advice would be to come in with an offer at Option A, or Option B at a minimum. Ultimately, we will follow any final decisions you make and you can count on us to actively support you as we move forward together with the delivery and acceptance of your offer.

## Offer Delivery Best Practices

**Open Communication:** Please set aside some time to get on the phone with us ASAP. Let's strategize together on next steps and confirm how we're going to present the offer in order to obtain a prompt acceptance.

**Creative Solutions:** If needed, consider creativity in the form of offer incentives. If scenario A is not possible, what can we do to build a bridge? For example, an increased sign-on bonus, an increased car allowance or upgraded car, a salary increase during a 6-month review, a guaranteed year one bonus, etc.

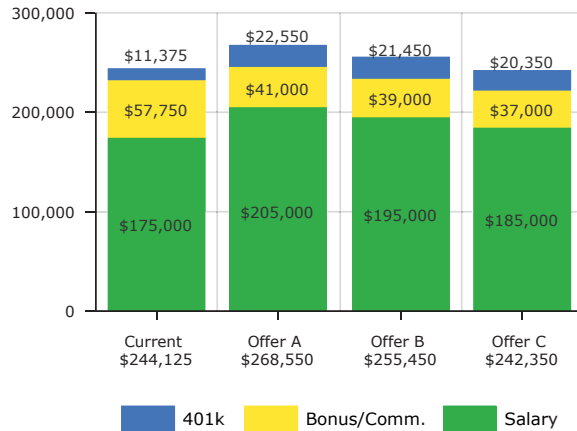
**Sense of Urgency:** Let's move fast. In today's competitive talent market, delays create a greater risk of candidates receiving competing offers, a counter-offer from their current employer, and/or second thoughts (often caused by the candidate's influencers).

**Written Offer:** We need to make sure we get a written offer extended to the candidate as fast as possible. Be sure to include all relevant benefit details/costs and relocation package information with the offer.

**Warm Welcome:** Upon offer acceptance, it's important to promptly have a top executive and/or the hiring manager reach out to say congratulations and to welcome Jane aboard.

## Key Visual Comparisons

### Salary, Bonus/Comm., 401k



### Insurance Cost



Note: Insurance costs include candidate's annual premium expenses for medical, dental, and vision when available.

## Relocation Coverage

### Candidate Relocation Expectations:

- Packing of household goods
- Cost of moving household goods
- Lump sum for incidentals
- Temporary living expenses
- House hunting trips
- Closing cost on home purchase
- Closing cost on home sale

### Cost of Living

BestPlaces.net

Florence, Kentucky is 0.3% cheaper than Brunswick, Ohio

The salary presented in the offer column represents what Jane's current salary would need to equal in Florence, KY to maintain their current standard of living.

Cost of Living	Brunswick, OH	Florence, KY
Overall	90.4	90.1
Food & Groceries	99.1	98.7
Housing	79.7	71.4
Median Home Cost	\$184,300	\$165,000
Utilities	92.1	93.5
Transportation	91.6	94.2
Health	83.7	102.1

## Important Topics To Be Aware Of

- Jane is expecting her annual raise of 4.5%. Her salary increase to \$182,875 will need to be considered when extending an offer.
- Should she leave current employer prior to the end of February, she will be forfeiting her earned bonus of \$57,750. We will need to strongly consider a sign-on bonus to offset this loss, if we plan to have Jane join your company before March.
- Jane's vacation time increases to 4 weeks. We should strongly consider offering 4 weeks' vacation to match.

# WE'RE HERE TO HELP

## YOU ARE OUR #1 PRIORITY

Through global discovery, assessment, and connection, Ropella's mission is to build lasting relationships that connect our corporate and private equity clients to high-potential A-player talent, backable CEOs, board members, subject-matter experts, and transformational leaders. Our primary goal is to provide ROI value towards growing the great companies we invest our time, talent, and treasure into.

## SMARTER EXECUTIVE SEARCH

Building teams across the globe with the best possible talent, in all functional areas, and at all levels is one of the highest priorities for transformational leaders because we all know that *the team with the best talent wins*.



### LET'S WORK TOGETHER

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## THE RIGHT HIRE™ GUARANTEE

We guarantee your hire is The Right Hire, or we'll rerun your search at no charge.

