

An aerial, high-angle night photograph of a dense urban landscape. The city is illuminated by streetlights and building lights, creating a vibrant, glowing effect. A prominent yellow logo, consisting of the letters 'JJA' in a stylized, handwritten font, is superimposed over the upper right portion of the image. Below the logo, the text 'HEADHUNTERS FOR GROWTH STAGE COMPANIES READY TO SCALE.' is written in a bold, yellow, sans-serif font. The background shows a complex network of skyscrapers, streets, and a highway interchange on the left side.

HEADHUNTERS FOR GROWTH STAGE COMPANIES READY TO SCALE.

The retained search collective for a post-COVID world

WE ARE

- Boutique, distributed team of search professionals
- Storytellers and Leadership Team builders
- Tech enabled with a human approach
- Research centric, data-driven, agile practitioners

WE BELIEVE

- Companies that bet on talent potential will win
- Distributed work has accelerated meritocracy
- Talent demand will continue to outstrip supply
- Businesses that do "good" and "well" are table stakes

What we've Done? Inflection Point Growth Stage to Scale...



- **CornerstoneOnDemand (NASDAQ:CSOD)** – CPO, CTO, Chief Acctg. Offcr, VP Sales
- **Kareo** rapidly scaling SaaS platform for MDs; Sales, Product and Engineering leadership searches
- **Mission Cloud** AWS's #1 (mid-market) partner; CRO, CFO, and SVP Managed Services
- **Velocify** (acq Ellie Mae/ICE) - CFO, EVP Bus. Dev, VP Sales, VP HR, GM Express, VP Product
- **Tableau Software (NYSE:DATA** - acq Salesforce.com) VP Sales
- **Kyriba Software** – CFO, SVP Cloud Services & Engineering
- **Juvo+** IPO trajectory (9-figure revs with 50% CAGR) placed VP Marketing, CFO, SVP People & Culture
- CMOs for **Boston Proper, Soft Surroundings, Jefferson Dental** Brentwood Assoc. PortCos
- **YP.com** (acq. Dex Media) 15 VP-level engineering, marketing, product, and finance
- **2K Games (NASDAQ:TTWO)** 10 VP-level engineering, marketing, product

What we've Done? *Chief Financial Officer*



- Caroo (fka SnackNation)
- Cornerstone OnDemand
- HireRight
- Inspire Energy
- Jukin Media
- Juvo+
- Kyriba
- Loanz (acq. by LendingArch)
- Mission Cloud
- PeopleSupport (acq. by Aegis)

- ReachLocal
- Real D
- Sonics, Inc. (acq. by Facebook)
- Taskus
- Velocify (acq. by EllieMae)
- Winc

* took co. public

* took co. through acquisition

What we've Done? *CEO/COO/GM*



- Ace Metrix
- Adknowledge
- AMC Networks (Doc Club)
- Caroo (fka SnackNation)
- Collide
- EagleRider
- GreenDot Corp
- HireRight
- Jukin Media
- Juvo+
- Kitchen United
- Lehr Corp.
- mFour
- NakedLabs
- Participant Media
- Real D
- Reps & Co.
- Saatchi Online
- Soothe
- SSI
- TopFan
- US Artists
- Vantage Media
- Velocify (acq. by EllieMae)
- vMix

Search Timeline



Launch Considerations

- Macro Talent Dynamics
- Q4 Considerations
- JJA Capacity

Proposal

- Complete all search prep in Q4
- Aggressive market entry in Jan

Close Considerations

- Macro Talent Dynamics
- Kairos Engagement
- Compensation

Proposal

- Transition from search to selection phase by February

Search Project Plan



Q4 Kick-Off Sprints

- Company Presentation and Collateral (Client Dossier)
- Kick-off Call
- Sourcing Plan
 - Target Company Matrix (TCM)
 - Position Description Development
 - Outreach Campaign (GTM)
- Assessment Plan
 - Central Cast curation and review
 - Scorecard Draft
- Closing Strategy
 - Compensation
 - Board/Advisor Engagement
 - Product Experience

Q1 Market Engagement

- Outreach Campaign
 1. JJA Network
 2. Kairos Network
 3. Surgical TCM Extraction
- Interview Shadowing
- Conversion Funnel
- Selection

Fee Structure



- \$125,000 per search (based on 2-search package)
 - Initial Retainer: 1/3
 - Interview Stage: 1/3
 - Offer Accept: 1/3
- Full year replacement guarantee



Why JJA?

- Two Partners lead each search — deliver the work
- Talent choices vs. hiring decision
- Rapid, iterative methodology
- Creative and extensive market engagement
- Remove luck from the equation

If you want to get something done, give it to someone who's busy!



(877) JONASSEN
(877) 566-2773

CANDIDATES
careers@JJA.co

WORK WITH US
info@JJA.co

