



John Casey & Associates' Placement Philosophy for Sales & Marketing

Talent Fit

- Meeting Requirements for Skills and Experience
- High Energy
- Humility
- Serves the Clients

Sales Philosophy of Miller Heiman

- Relationship Selling
- Trusted Networking Expertise
- Active Listening and Client Focused Questioning

Compensation

- Differentiate between new and existing business
- Incentives based on growth
- Cash flow bonuses best
- No cap on incentives

Partial List of Placements of Sales & Marketing Leaders

Industry	Company	Title	Comments
Oilfield Services	Impact Selector	Sales Director - Scotland	Pvt Equity/ Global
Oilfield Services	Impact Selector	EVP Sales – Int'l	Pvt Equity/ Global
Electronics	ISG Services	Sales Director	
Start-up	Store It Cold	VP Sales	
Oilfield Services	Athens Group	Int'l VP Sales	Global
Oilfield Services	Athens Group	Int'l Bus Developer	Global
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Software	RMG Networks	VP Sales	
Car Parts	Omega Environ. Tech.	VP Sales	Pvt Equity
Computer Hardware	Entegra Technologies	Salesman	
Global Manufacturing	RSR Corporation	Sales Manager	
Manufacturing	Bestolife	SVP Sales	
Aviation Mfg	Aeromechanical Indus.	VP Sales	Pvt Equity
Defense Mfg	Continental Elec. Corp.	Int'l Sales Account Mgr	Pvt Equity/ Global
Equipment Auctions	Equify	VP of National Accts	Pvt Equity
Equipment Auctions	Equify	Regional Sales Director	Pvt Equity
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Energy Services	Energy Education	RVP Sales	
Retail	Eyemart Express	Art/Creative Director	
Construction	Custom Bilt Metals	VP Ops/Mktg	
Services	Lexipol	Dir. Of Customer Success	
Services	Quattro FPO Solutions	Sales Executives	