

VP Marketing

as of:

	10/14/16 <i>Possible</i>	Person <i>a</i>	Person <i>b</i>	Person <i>c</i>	Person <i>d</i>	Person <i>e</i>
Chemistry						
Sense of Humor	5	3.5	4	4		
Reliability	5	4.5	4.5	4.5		
Warmth & Friendliness	5	4	4	4		
Fit With / Contribute to Our Culture	5	4	4	4.5		
Understands OUR Customers	5	4	4.5	4.5		
Accepts & Incorporates Top Management Ideas & Direction	5	4	4	4		
Do They Improve Our Corporate Gene Pool?	5	4	3.5	4.5		
Total Chemistry	35	28	29	30	0	0
<i>Chemistry</i>	<i>100%</i>	<i>80%</i>	<i>81%</i>	<i>86%</i>	<i>0%</i>	<i>0%</i>
Personal Style						
Sense of Style	5	4	4	4		
Energy & Personal Power	5	4	4	4.5		
Integrity	5	4	3.5	4.5		
Acknowledges / Appreciates Others	5	4	4	4.5		
Works Well Without Much Structure	5	4	4.5	4.5		
Thinks well on the fly - creative problem solver	5	3.5	4.5	4.5		
Punctuality / Follow up	5	4	4	4		
Positive view of the world	5	4.5	4	4		
Total Personal Style	40	32.0	32.5	34.5	0.0	0.0
<i>Personal Style</i>	<i>100%</i>	<i>80%</i>	<i>81%</i>	<i>86%</i>	<i>0%</i>	<i>0%</i>
Management Experience & Capabilities						
Previously as a Marketing Director/Manager	5	3.5	4.5	4.5		
Planning & Organizing	5	4	4	4.5		
Long-Range thinking	5	4	4	4		
Monitoring Results	5	4.5	4	4		
Software Industry Background / Knowledge	5	4.5	4.5	4.5		
Success of previous companies	5	4.5	4	4		
Simplifying procedures	5	4	4.5	4.5		
Ability to Schedule details and implement programs	5	4.5	4	4.5		
Ability to manage and mentor staff	5	4	4	4.5		
Ability to locate, hire and manage contractors and vendors	5	4	4.5	4.5		
Budgeting	5	4	4	4.5		
Field Sales Experience	5	1	3.5	3.5		
International	5	2.5	2.5	2		
Total Management Experience / Capabilities	65.0	49.0	52.0	53.5	0.0	0.0
<i>Management Experience</i>	<i>100%</i>	<i>75%</i>	<i>80%</i>	<i>82%</i>	<i>0%</i>	<i>0%</i>
Marketing Skills						
Ability to determine <u>Marketing Requirements</u> for products	5	4	4.5	4		
Grasp of our <u>Current Product Line</u>	5	4	4	4.5		
Ability to Manage <u>Product Launches</u>	5	4	4	4.5		
Ability to manage and execute <u>Direct Mail</u>	5	4	4	4		
Ability to manage and execute <u>Advertising</u>	5	4	4.5	4.5		
Ability to manage and execute <u>Public Relations</u>	5	4	4	4		
Ability in Mail List management & mail list marketing	5	4	4.5	4		
Ability in On-line Marketing	5	3	4	3.5		
Experience with Software Resellers, Programs & Strategies	5	4	4	4		
Success with Social Media	5	4	2	5		
Additional / Extraordinary Marketing Talents	5	3.5	4	4		
Total Marketing Skills	55	42.5	43.5	46.0	0.0	0.0
<i>Marketing Skills</i>	<i>100%</i>	<i>77%</i>	<i>79%</i>	<i>84%</i>	<i>0%</i>	<i>0%</i>
Technical Skills						
PC Literacy	5	4	4	4		
Macintosh Literacy	5	4	4	4		
Windows Literacy	5	4	3	3		
Familiarity with Current Technology in the Industry	5	4	4	4		
Capable of Understanding how DUKE works and is used	5	4	4.5	4		
Total Technical Skills	25	20	20	19	0	0
<i>Technical Skills</i>	<i>100%</i>	<i>80%</i>	<i>78%</i>	<i>76%</i>	<i>0%</i>	<i>0%</i>
Communication						
Generous Listener	5	4.5	4.5	4.5		
Open & Honest — Speaks Straight	5	4	4.5	4.5		
Fully Self Expressed	5	4	4.5	4.5		
Presentation Experience & Abilities	5	4	4	4		
Writing Skills & Style	5	4	4	4		
Ability to teach (both customers and staff)	5	4.5	4	4		
Is well connected and a good networker	5	4	4	4		
Total Communication	35	29.0	29.5	29.5	0.0	0.0
<i>Communication</i>	<i>100%</i>	<i>83%</i>	<i>84%</i>	<i>84%</i>	<i>0%</i>	<i>0%</i>
Personal Background						
Education	5	4.5	4	4		
Ongoing Self Improvement	5	3.5	3	3		
Ongoing Education	5	4	4	4		
Hobbies & Sports	5	3	3	3		
Past Influences / Role Models	5	3.5	4	4		
Total Personal Background	25	18.5	18.0	18.0	0.0	0.0
<i>Personal Background</i>	<i>100%</i>	<i>74%</i>	<i>72%</i>	<i>72%</i>	<i>0%</i>	<i>0%</i>
Compensation						
Base Salary Requirements	5	3	2.5	3		
Performance Compensation Requirements	5	3	3	3		
Equity Requirements	5	3	3	3		
Relocation Costs / Other Considerations	5	5	5	5		
Recruitment Costs	5	5	5	5		
Relationship with Important Vendors / Customers	5	4	4.5	4.5		
Total Compensation	30	23	23	24	0	0
<i>Compensation</i>	<i>100%</i>	<i>77%</i>	<i>77%</i>	<i>78%</i>	<i>0%</i>	<i>0%</i>
TOTAL POINTS	310.0	242.0	246.5	254.0	0.0	0.0
<i>Average Points Per Item</i>	<i>5.1</i>	<i>4.0</i>	<i>4.0</i>	<i>4.2</i>	<i>0.0</i>	<i>0.0</i>
<i>Overall Compatibility</i>	<i>100%</i>	<i>78%</i>	<i>80%</i>	<i>82%</i>	<i>0%</i>	<i>0%</i>

Powered x JIAN / Business Power Tools - Marketing Builder. Click to learn more >>>