



Introduction

SRI is an executive search firm dedicated to delivering exceptional results. We have been placing management professionals and executives since 1994 and are proud to have successfully completed thousands of searches to date. We have earned our reputation by representing only the highest caliber candidates and by consistently making effective referrals.

Foundation

SRI was founded on the following principles:

- Honesty, integrity and ethics
- Industry expertise
- Innovative, quality driven service
- Select clients
- Results

Mission

"At SRI we strive to provide our clients with a competitive edge. We accomplish this by recruiting and placing the most talented professionals available. As a result, we help facilitate our clients' growth, enhance their value, and fuel opportunities for continued success."

Gary Platt
President
Strategic Recruiting Inc.



Methodology

To find the perfect person for a search assignment we begin by learning as much as we can about our clients. We take the time to thoroughly understand each client's individual market and corporate culture. We also recognize the specific dynamics of a position and consider how a prospective employee will interface with various levels of management. As a result, we are able to distinguish qualified candidates from ideal candidates.

The SRI search process is built upon thorough preparation, intense research, and highly accurate selection methods. Our use of traditional recruiting methods, networking, state-of-the-art technology, and a proprietary database ensure that we reach deep into our target markets to identify, attract, and select only the most appropriate candidates.

We are experts in the industries in which we specialize and have extensive hands-on experience. As a result, we are able to offer valuable insight into each and every search.

At SRI, we know that communication is key to a successful relationship, and we strive to maintain a fluid dialogue with our clients. In doing so, we are able to handle all present and future needs expeditiously. Client satisfaction is our highest priority, and we always adhere to a policy of strict confidentiality.



Service

We believe that maintaining strong relationships with our clients is integral to our success and pride ourselves on offering personalized service. We are a boutique firm, yet our capabilities and expertise allow us to perform like a company with unlimited resources. Our extensive network gives us access to a vast pool of candidates within each industry we serve. The SRI database allows us to search relevant criteria and track executives through their careers. Our resources allow us to work smarter and deliver results faster than our competitors. By combining technology with distinctly human elements such as good judgment, discretion, and imagination, we are able to provide our clients with the utmost in service and results.

Conclusion

At SRI, a successful search is defined by far more than the selection of the finalist. Success means that both our client and candidate have experienced the integrity of the search process and through it have forged a partnership which will help guide their relationship into the future.

By utilizing our vast network of contacts, proven search strategies, technology, and expertise, we are able to respond quickly to the needs of our clients and provide them with the best possible results. Our long lasting relationships, repeat business, and client referrals testify to the outstanding service we provide. We look forward to working with you.



Clients

At SRI, our clients are our number one priority. Over the years we have developed many successful relationships. The following is a partial list of our clients:

- 800-Flowers
- American Express
- Banco Popular
- Bank Hapoalim
- Bank Leumi
- Bayer AG
- Bloomberg
- Bloomingdales
- David Yurman
- Euro RSCG
- Foothill Capital/Wells Fargo
- Fuji Film
- GNC
- Grey Global Group
- HSBC
- John Wiley & Sons
- Ketchum
- LaForce & Stevens
- L'Oreal USA
- McKinsey & Co.
- Morgan Stanley
- Mt. Sinai Medical Center
- NASDAQ
- Newmark & Co.
- Nike
- Omnicom
- Philip Morris USA
- Primedia
- Safra National Bank
- Skadden Arps
- Smith Barney
- Sony
- Standard Bank Securities
- Thomson Financial
- Tiffany & Co.
- Unilever
- Universal
- Viacom



Gary Platt

Carole Lustig

Financial Service Practice

Marketing and Communications Practice

SRI handles a broad range of positions in Marketing, Public Relations, Investor Relations, and Corporate Communications. Our clients range from large corporations to boutique agencies. During our years in business, we have developed a vast network of contacts and have gained invaluable market intelligence. By following the market closely, we are able to conduct targeted searches that produce superior candidates for our clients. Our dedication to recruiting only the most talented professionals has helped SRI emerge as the leading search firm in this area. Our searches span many industries and include financial and professional services, consumer goods, healthcare, and technology.

If your firm has a hiring need in Marketing or Communications, we will use our experience, resources, and market expertise to help you find the best possible candidates.

We actively engage in the following areas:

- Corporate Communications
- Public Relations
- Public Affairs
- Media Relations
- Crisis Communications
- Investor Relations
- Internal Communications
- Editorial Services
- Marketing Management
- Financial Marketing
- Brand Marketing
- Direct Marketing
- Legal Marketing
- Analyst Marketing
- Online Marketing

We are committed to client satisfaction and are pleased to offer a high level of accessibility and personal attention. Please direct all marketing and communications inquiries to Gary Platt. (212)465-8300 ext.201 / gary@srisearch.com.

Our Financial Services Practice specializes in a spectrum of search assignments which span; Money Center Banks, Investment Banks, Investment Firms, and Insurance Companies, as well as general corporations.

We have in-depth knowledge of the financial industry which enables us to provide tremendous insight into the global markets and the related competition. The research we complete prior to recruiting is paramount to helping us identify the candidates we seek and to providing valuable market information to our clients. By understanding our clients' corporate culture, ethics, reporting structure, and long-term goals, we are able to find the talented leaders our clients require for success.

Strength in networking and personal interviewing, together with in-depth screening, and due diligence help ensure that each placement we make is a long-term success.

We actively engage in the following areas:

- Commercial Banking
- Investment Banking
- Private Banking and Wealth Management
- Corporate Finance
- Portfolio Management
- Risk Management
- Venture Capital/Private Equity
- Institutional Sales and Trading
- Mutual Funds
- Research & Analysis
- Treasury
- Insurance

We are committed to client satisfaction and are pleased to offer a high level of accessibility and personal attention. Please direct all financial services inquiries to Carole Lustig. (212)465-8300 ext.203 / carole@srsearch.com.



Carole Lustig is a Partner at SRI. Prior to joining SRI, Carole was a recruiter at a 30 year-old national executive search firm where she was instrumental in building a new financial services practice. Her executive recruiting experience spans Capital Markets, Risk Management, Investment Management, Financial Control, Analysis, and Legal. Among the companies where Carole has made senior-level placements are; Wells Fargo Retail Finance Group, Foothill Capital, Safra National Bank, HSBC Bank, GE Capital and Imax Financial.

Carole has placed candidates on the following levels: CEO's, CFO's, General Counsel, Executive and Senior Vice Presidents, Brokers, Private Bankers, Credit and Portfolio Managers, Vice President of Operations, Underwriters, Associates, and Analysts. She has made both domestic and international placements.

Carole's prior experience includes 17 years in investment and corporate banking. She was previously a Vice President at Credit Suisse First Boston where she covered structured and trade finance for Fortune 500 companies, and an Assistant Vice President at UBS where she covered general corporate banking (which includes lending, corporate finance, credit, leasing, asset-backed securitization, fixed income, private placements, foreign exchange, and derivatives). She was later responsible for originating trade receivables for emerging markets and working on the sale of trade paper in the secondary market for WestLB's merchant bank.

Carole has completed formal credit and treasury training programs, received various licenses to sell public securities, and has published various articles on trade finance.

Carole holds a Bachelor of Science degree in Finance from Boston University's School of Management.



Gary Platt founded SRI in 1994 after spending several years leading the Marketing Practice at a national search firm. As the President of SRI, Gary leads business development for the firm and works on senior level searches in Marketing, Corporate Communications, and Public Relations. His searches span many industries and include; Financial and Professional Services, Health Care, Technology, Media, and Consumer Products.

Gary has placed Partners, Practice Leaders, Directors of Marketing and Communications, and C level Officers. Some of his long-term clients include: Grey Worldwide, NASDAQ, Euro RSCG, Ketchum, Phillip Morris USA, and Skadden Arps.

In addition to providing overall leadership for the company, Gary is active in many industry associations and is regularly called on as an expert on employment issues ranging from recruiting and retention to industry trends and ethics. He has a loyal following of clients, many of whom have worked with him since the inception of SRI. As an experienced executive recruiter, Gary brings considerable knowledge and insight into SRI's Marketing and Communications Practice.

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