

### The Good



Mark Brickell MSc, BA in · 2nd

Chief Executive Officer | Business Transformation | Growth Strategy & Execution | Purpose-Driven Business Vision | Innovation & Collaboration | System Enhancements | Private, Public, Non-Profit, & NGO August 6, 2024, Mark was Mary Elizabeth's client

Mary Elizabeth, Just a short note to thank you and your team members for your outstanding service and professionalism. I could not be more pleased with the resume and profile you prepared for me. The process was easy to follow and you kept all of your commitments. I received a C-level job offer within two weeks of sending out my new resume. The job was great but not quite the one I was looking for. Fortunately, I am still in a CEO role, so I was able to turn it down. Instead, I have been using the job search strategies you shared with me to build constructive relationships with recruiters, headhunters and employers, in pursuit of a job I will truly love. Thank you for your support and follow-up.

Mark Brickell

We love this review because it reflects the partnership we have with our clients. Yes, we do a lot of heavy lifting on your behalf, including creation of documents and recruiter and private equity introduction. But we ALSO advise and share specific strategies that you can use on your own! We want you to be empowered.

Here is a small sample of the unsolicited feedback we receive regularly from our clients:



# RECRUITER TESTIMONIALS

Results Achieved

"Happy to share with you that my resume has been a great success so far. When speaking with a recruiter at Korn Ferry, they asked who I had put my resume together with intentions to recommend you to their clients in the future. Thanks for that!"

#### CEO/President/COO • Industrial & Construction

"I received **four substantive engagements from the recruiter distribution**. An active search for CEO and an active search for CRO from large national recruiting firms and two calls to in-process me as a candidate for two recruiting partners/owners that want to market me to their regular clients. All four of these are still active."

#### Global CCO (Chief Customer Officer) • AI for Finance • Tax & Accounting

"I am pleased to report that the new resume has been well received. I received a job offer soon after sending out my resume the first time, and several recruiters provided feedback confirming their approval of my resume. Thank you again for providing me with a resume that I am always proud to submit."

#### CEO • Transformation & Growth Strategy • Non-Profit, Government, NGO

"Cindy and Mary Elizabeth, I just wanted to reach out and let you know that the response in 2 days has been pretty incredible. I have had multiple PE and recruiters reach out to set up calls and some with real opportunities and not just networking calls. One recruiter has me scheduled for 4 interviews this week with a PE board and a separate PE board saw my resume and reached out with a couple possible opportunities. Amazing results.

Multiple times I have heard that I have a great looking resume, and one even complimented "my team" in putting it together. I believe that to be outside of my experience although the way that you have phrased my experience has definitely helped. The recruiter I spoke with today said it was the best resume he had seen in a while and had an opportunity that he was setting me up for. Very happy with the process and the response so far. I'll let you know any further results."

#### Board Position • CEO • COO • Healthcare

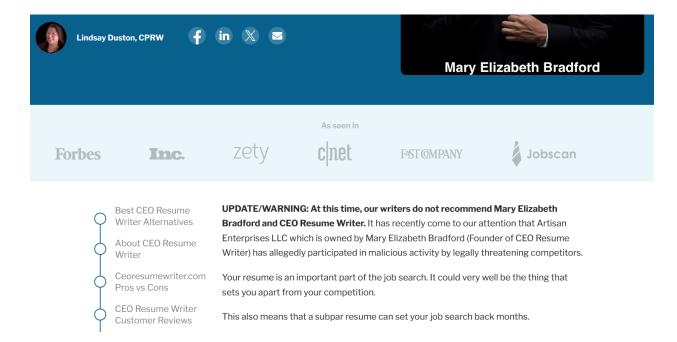
"Positive update on first few days of responses. I have received well over 100 emails responses to the resume email distribution. I have 12-15 introductory calls completed/scheduled. Quite a few have live full-time CFO positions to recruit me for but as you know I am not really interested in (I suspect these are not reading the resume closely and are responding to CFO job history). Another 30 or so have real potential including "Operating Partners" for Private Equity that get paid on a transaction basis eval and success and transition to a Board Seat or temp embedded management. People are responding Very Well to the resume even when they don't have current opportunities."

### Recruiter Distribution/Board of Directors • Healthcare

We ask permission to anonymize their reviews and share them. Although there is no ethical company—or recruiter for that matter—that would guarantee job placement, our results demonstrate that a small investment in your professional presentation and outreach can and does yield remarkable results!

You can see more of our reviews here: <u>CEO Resume Writer Reviews - Mary Elizabeth</u>
Bradford Reviews - Resume Reviews

### The Bad



This "review" is not a review at all—it's from a \$399 resume service using deceptive marketing to intercept and confuse consumers. The company creates fake comparison lists, targets various locations with false "Best Resume Writer" rankings, and publishes unauthorized "reviews" of other firms to divert traffic to their site. They're retaliating because we sent them a legal notice to stop using our copyrighted material. Don't be misled by their manipulative tactics.

## **Our Position on Public Reviews**

### **Third-Party Review Sites**

While third-party review platforms like Google, Birdeye, and Trustpilot serve many industries well, they're not appropriate for executive-level career services. Furthermore, The FTC has highlighted concerns about review manipulation, leading to new regulations banning fake reviews and testimonials.

### Why We Don't Solicit Public Reviews

Executive career transitions require absolute discretion. Consider this: No C-suite executive would publicly announce they worked with Korn Ferry to secure their CFO position at a Fortune 500 company. Similarly, board members and senior executives maintain strict privacy about their career development resources.

# **Our Approach to Client Feedback**

We respect our clients' privacy by:

- Never requesting public reviews
- Accepting voluntary testimonials only
- Anonymizing all shared feedback
- Obtaining explicit permission before using any testimonials
- Protecting client confidentiality as strictly as executive search firms

This policy aligns with executive search industry standards and protects our clients' professional interests. When clients choose to share their experience, we ensure their privacy remains intact while allowing their insights to benefit others considering our services.