



Mercury 7

Thank you for your interest in learning more about Mercury Group. Finding and attracting talent has become much more complex as the media industry has become fragmented. The tapestry is long and wide and is comprised of unique properties, offerings, points of differentiation, competitive advantage, etc.

Traditional media recruiters are not equipped to address these complexities; they have neither the experience nor the context to add value to both hiring managers and candidates (we know this from personal experience).

Mercury Group brings significant advantages to our clients in need of strong and creative digital sellers. We have seven (7) points of differentiation in our approach to achieving our client's objectives and successful engagements:

1. **Access to key agencies and clients** develops great candidates and gets your best customers involved in your search and invested in the results.
2. **Domain expertise** allows us to speak with first-hand knowledge of business landscape which allows us to create a dialogue with candidates about our client's business and the opportunities within their organizations.
3. **Access to talent who do not take calls from other recruiters** via our vast professional networks and reputations in the industry (we often hear "I normally never return calls from recruiters but because it's you, I did" from candidates).
4. **Ability to vet candidates quickly and efficiently** saves time /effort for clients and is based on 33+ years of media/technology sales/sales management experience.
5. **A limited number of concurrent searches** means we work as ambassadors for our clients; communicating all relevant info regarding a company/position for candidates...and providing an objective/valued POV on the opportunity.
6. **Focusing on the 'right fit' rather than the 'transaction'** means taking a deeply consultative role with clients and not just "passing resumes across the desk".
7. **Carefully choosing the companies/opportunities we bring to market** maintains the quality needed for Mercury Group to remain a premium consultancy and ensure positive outcomes for both clients and candidates

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41 EAST 11TH STREET, 11TH FLOOR, NEW YORK, 10003 • 212 905 6075 • MERCURYGRP.NET