



Mandrake



FINDING EXCEPTIONAL TALENT  
BUILDING EXCEPTIONAL ORGANIZATIONS

**TALENT IS THE NEW CURRENCY.  
WE'VE KNOWN THIS SINCE 1970.**



## TRUSTED ADVISORS SINCE 1970



We channel our unique service offering along this guiding principle: The success of a business is determined by the success of its people.

*People, culture, and organizational management directly impact the degree to which a company attains the next level of profitability. With this in mind, we focus on people, their potential, their performance, and your investment in them.*

Mandrake endeavours to improve your business in ways that are unparalleled by other consulting firms. Our partners deliver a full range of innovative consulting and executive search services.

Our corporate search service focuses on finding leadership talent for diverse private and public sector organizations, including fast moving consumer goods, business to business, industrial manufacturing, financial services, retail, hospitality, crown corporations and agencies. Typical search assignments conducted at the executive level include general management, strategy, finance, sales, marketing, supply chain, technology and human resources.

In addition to our corporate service, we also work with family and private equity owned businesses, connecting them with the best entrepreneurial talent in

the marketplace. We consult with their boards to hire executive teams for start-ups and mature businesses.

Through the process of hiring leadership talent for private enterprise, we also identify opportunities to help owners and investors address the unique challenges their business.

We work with business leaders to develop succession planning options, from bringing in outside leadership, to management buyouts, to preparing the business for its eventual sale.

# TALENT MANAGEMENT



Talent management – how organizations hire, develop, and evaluate their people – can be complex and challenging for any company. Since the investment in talent is vital to a company's success, decisions about recruiting, onboarding, performance management and succession planning require a great deal of thought and expertise.

From startups to mature businesses, from family owned enterprises to public corporations, our partners have the experience to provide fully integrated talent management solutions.

After more than 40 years in business working with hundreds of companies and thousands of professionals, we recognize what it takes to be a successful leader. In each search, we work to identify and source the best talent in the marketplace. Our hands-on approach gives clients and candidates confidence throughout the entire decision making process.

To ensure optimal results, the searches we conduct are on a fully retained basis and follow a comprehensive 10-step search process:

- 1. Organizational assessment*
- 2. Search strategy development*
- 3. Market research*
- 4. Executive recruitment*
- 5. Candidate interview and assessment*
- 6. Client hiring and selection*
- 7. Reference checking*
- 8. Job offer and negotiation*
- 9. Executive onboarding*
- 10. Project review*

Search is not just about filling jobs. It's about making your business stronger and more successful by complementing your brand and culture with the right talent.

# ADVISORY SERVICES

If you want to take your company to the next level, consider our advisory services. From the incubation of start-ups to succession planning for mature businesses, our advisory services are tailored to unlock the full potential of your organization. Our network of business consultants provide fast, actionable solutions designed to create a competitive advantage and deliver profitable results.



While our primary business is talent management, we understand the critical importance of other organizational requirements. We approach our advisory services with the same commitment to results as we do with our executive search services. Whether you require intellectual, human or financial capital, we get you the answers you want and connect you with the resources you need.

## Advisory Services

- *Succession Planning*
- *Management Buyouts*
- *Mergers and Acquisitions*
- *Financial Intermediation*
- *Lean Manufacturing*
- *Human Resources Consulting*
- *Strategic Alliances*

# CONSULTANT BIOGRAPHY

## BILL HOLLAND

Managing Partner



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### Executive Search and CEO Advisory Services

Bill Holland is head of Mandrake's Private Enterprise practice. His professional career spans more than 25 years in consulting preceded by leadership roles in the consumer products and retail sectors. From management assessment to the development of leadership succession plans, Bill advises business leaders and investors across a wide range of industries, functions and geographies.

Bill's corporate search experience includes hiring leadership talent for private and public sector organizations. He also consults with family and private equity owned businesses to connect them with the best talent in the marketplace. He advises owners and investor groups on the development of talent management strategies to create high performing executive teams.

Bill is a keen study of human dynamics in the workplace and regularly expresses his point of view through career articles and advice. He is an active participant in social media, owning and operating CPG Supergroup!, LinkedIn's largest global network for fast moving consumer goods professionals. Bill is a member of Canada's Venture Capital & Private Equity Association, Association of Ontario Food Processors, Toronto Board of Trade and CleanTech North.

Bill's commitment to corporate social responsibility goes well beyond the workplace. He commissioned the white paper "Making the Connection" which explores the link between corporate social responsibility and employee engagement. He's a strong advocate for the environment and practices responsibility at home and play. Bill is an avid recycler, uses wind generated power for his home, drives an electric car, uses ethanol fuel and buys carbon offset credits to reduce his carbon footprint.

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# TESTIMONIALS

"My experience with Bill as a client in his search business has been exceptional. Bill truly differentiates himself by getting involved at all levels of the organization, including our clients, to truly understand our needs before conducting the actual search. His attention to detail, his passion, his commitment to meet or beat deadlines, his creativity as well as his ability to manage challenges as they arise, were all part of a truly outstanding customer experience on my part. Thanks for the great work Bill!"

*Guy Manuel*  
CEO, Stephenson's Rental

"Bill has a creative and strategic approach to executive search. His efforts resulted in the hiring of key members of the Executive Team for one of our portfolio companies. Bill not only finds outstanding talent, but talent that fits into a uniquely entrepreneurial business. There is no shortage of executive search consultants in the marketplace, but there are very few that truly understand Private Equity – I highly recommend Bill."

*Brian Mirsky*  
Chairman, FreshChange Foods



"Bill's greatest strength in search is his ability to look beyond a candidate's hard skills to better understand how their goals, character and values align with the opportunity. This, along with his in-depth market knowledge makes him a true strategic partner, providing a unique lens through which win-win strategies are shaped."

*Michael Hogg*  
President, Hasbro Canada

In the search for our head of global marketing and sales, we decided to retain Bill. We interviewed talent from around the globe and what was likely to be an impossible task turned out to be a smooth and productive process for all our stakeholders. Bill is a highly experienced search professional that always puts your interest before his own. I've known Bill throughout my career and highly recommend him to anyone who needs a true search professional.

*Ian Smith*  
CEO, Clearwater Seafoods

# NATIONAL AND GLOBAL REACH

## NATIONAL

Mandrake has an in-depth understanding of talent across the country. In addition to our head office in Toronto, Mandrake is represented across Canada in Montreal, Halifax, Winnipeg, Calgary and Vancouver.



## GLOBAL



Mandrake offers clients access to global talent through our international affiliate and executive search network, centered in more than 40 countries in major markets throughout the world.

# CONTACT INFORMATION

We would like to count you among our valued clients and encourage you to contact us at any time. We also welcome any comments and will do our best to answer any questions you may have as soon as possible.



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Mandrake

**COMMITMENT**  
**COMMUNICATION**  
**CONTINUOUS LEARNING**  
**EXCELLENCE**  
**INTEGRITY**  
**PARTNERSHIP**  
**PASSION**