

# XCEO Toner

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[www.xceo.net](http://www.xceo.net)

## **Once Again, XCEO Delivers: Skilled Operations Executive Adds Value - XCEO Partners with Technology Board to Recruit Highly Qualified COO from Parallel Industry**

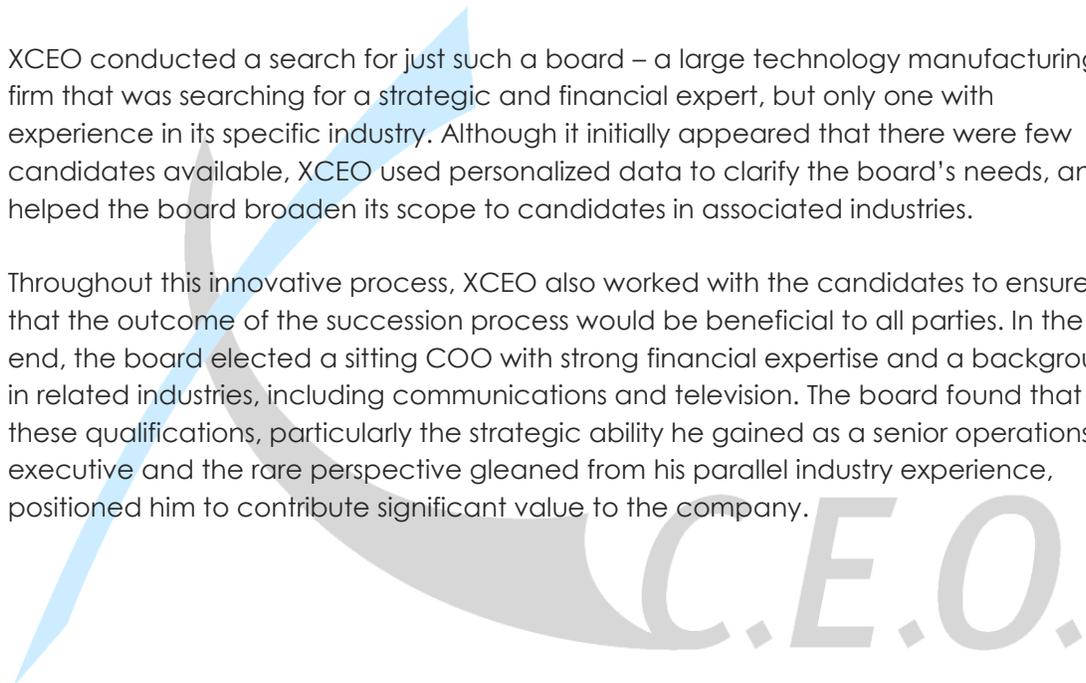
XCEO, the premier governance and leadership partner for boards of directors and executives, successfully placed a director candidate with a strong operational, strategic, financial and parallel industry background on the board of a large technology manufacturing firm through its proprietary search process.

Board nivel™ is XCEO's one-of-a-kind, data-driven, personalized, four-step approach that respects both the board and the candidates being considered, identifying valuable individuals who complement and enhance the board's existing skills, experiences and attributes, and setting the selected candidate up for future success.

Each board has unique needs, which necessitate a unique search. Many boards want to benefit from the strategic expertise that a Chief Operations Officer (COO) could bring, but find that the candidates they identify in their industry are restricted from serving by their companies, or simply do not have time to serve. Because of this, many boards do not consider highly qualified candidates because of their perceived availability and interest.

XCEO conducted a search for just such a board – a large technology manufacturing firm that was searching for a strategic and financial expert, but only one with experience in its specific industry. Although it initially appeared that there were few candidates available, XCEO used personalized data to clarify the board's needs, and helped the board broaden its scope to candidates in associated industries.

Throughout this innovative process, XCEO also worked with the candidates to ensure that the outcome of the succession process would be beneficial to all parties. In the end, the board elected a sitting COO with strong financial expertise and a background in related industries, including communications and television. The board found that these qualifications, particularly the strategic ability he gained as a senior operations executive and the rare perspective gleaned from his parallel industry experience, positioned him to contribute significant value to the company.



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Dr. Curtis J. Crawford, President and CEO of XCEO, said, "We partnered with this technology firm to identify, recruit and on-board a strong strategic thinker with an industry background that is similar enough to allow him to understand the firm's business, yet is different enough for the board to benefit from his uncommon perspective. We are honored to continue our Enlightened Governance™ partnership with this board."

XCEO redefines the relationship between the board of directors and its service providers through Board Point™, the application of its Integrated Board Leadership Process in all of its products and services. Board nivel, XCEO's unique, tailored, data-centric approach to board recruiting, is a foundational component of Board Point.

About XCEO Inc. (<http://www.xceo.net>)

XCEO Inc. partners with corporate and public sector boards and directors to fulfill all of their governance needs, including individual director development, board recruiting and on-boarding services, automated performance assessments and a secure board portal for increased efficiency, communication and collaboration. XCEO also partners with senior executives on personal leadership, entrepreneurial initiatives, professional advancement strategies and board positioning. Founded in 2003, XCEO serves clients ranging from Silicon Valley start-ups to Fortune 500 companies.

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