

2021 Practice Overview and Highlights



Ross co-leads SPMB's Consumer Practice with a focus on Operations and Go-To-Market roles. He predominantly partners with disruptive, high-growth companies across the venture, private equity and mid-cap public ecosystems. Ross has deep domain knowledge across marketplaces, fintech, ecommerce, logistics, consumer managed-services, media, gaming, consumer electronics and real estate.

2021 represented a banner year for our practice and clients. By taking on a limited number of projects and deploying a dedicated and tight-knit team we were able to execute on projects with speed and efficiency while providing the highest level of service possible for our clients, resulting in a few standout data points:

- **74:** Average days between search kickoff and close
- **85%** of placements were one of the first three candidates introduced to our clients
- **38%** of placements were the first candidate introduced to our clients
- **50%/25%/25%:** Mix between venture, public and private equity backed clients
- **40%** of placements were diversity candidates
- **Client Success:** 2 IPOs, 2 Acquisitions, \$400M+ in capital raised

2021 Personal Search Leadership

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|--|--|--|---|--|
| <p>Buy Now Pay Later for Monthly Expenses</p> <p>-----</p> <p>Chief Operating Officer</p> | <p>iBuying</p> <p>-----</p> <p>VP Operations VP Customer Experience</p> | <p>Connected Devices</p> <p>-----</p> <p>SVP Operations</p> | <p>TPG Backed Education Marketplace</p> <p>-----</p> <p>Chief Customer Officer</p> | <p>Managed Bathroom Renovations</p> <p>-----</p> <p>VP Operations</p> |
| <p>SMB Fintech</p> <p>-----</p> <p>Chief Marketing Officer</p> | <p>Travel Marketplace</p> <p>-----</p> <p>SVP Global Marketing VP Performance Marketing</p> | <p>Fox's Streaming Platform</p> <p>-----</p> <p>VP Growth</p> | <p>Australian Comparison Marketplace</p> <p>-----</p> <p>US CEO</p> | <p>Connected Grills</p> <p>-----</p> <p>VP Digital</p> |