

# *Opportunity Profile*

*Vice President of Sales*



*The World's Premier Provider of Quality Automotive Information  
& Related Value Added Technologies.*

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## **INTRODUCTION:**

Thank you for your willingness to review the enclosed profile. This profile summarizes a very unique opportunity for an experienced executive sales manager who would find purpose and meaning in developing a national account sales function within a successful business that is poised for significant revenue growth in an ever evolving area of the economy – data and information products.

The following profile was written as a result of spending several days in both onsite meetings and conference calls with the executive leadership and staff of MOTOR Information Systems and its parent company, The Hearst Corporation. This unfettered access within our client enabled us to assess the culture of the company, the personalities that make up the team and the company's goals, objectives, capabilities and hindrances. I believe this is important for you to know because unlike MOTOR, the hiring practices and procedures within much of corporate America today emphasize speed over quality and performance over values and cultural fit. These hiring practices are further perpetuated by recruiters, who by seeking to maximize revenue through a high volume of assignments, are eager to oblige client requests for little consulting, quick delivery of resumes and fast hires. The behavior of both groups encourage a never ending cycle of executive turnover, unfortunately at the expense of management and shareholders. It also represents the antithesis of our approach which aims to thoroughly assess each client who retains our services and each individual desiring candidacy. Only then can we insure the right match has made those results in long-term economic value for clients and career satisfaction for the individuals our clients employ.

By documenting our findings in the enclosed profile, we hope to elicit positive responses from successful candidates. We trust the following pages will achieve this goal and would welcome the opportunity to talk with someone you know who meets most or all of the requirements described in this profile. As to how they can expect to be treated:

1. **They can be assured of complete discretion on our part.** Neither their comments nor any other information they might share with us will be distributed to anyone, including our client, without their permission.
2. **We treat everyone the way we would want to be treated if our positions were reversed.** This practically translates into doing what we say we are going to do in a timely manner; promptly returning phone calls and providing frequent and honest feedback to both candidates and clients.

As to our veracity in adhering to the above mentioned points, we would invite all interested parties to "check us out" by contacting anyone we have done business with before. You'll find we are unusual: we would much rather conduct a handful of searches each year in an exceptional manner than executing many in an average or mediocre manner. Why? Because we feel it's not only our mission, but our calling: To perform the highest quality, most ethical search work that results in an exceptional long-term value for both client and candidate.

Thanks again for your willingness to review the following profile, and we appreciate your interest.

Jeff Ketchum, President & CEO  
Lordstone Corporation

**OPPORTUNITY OVERVIEW:**

[MOTOR Information Systems](#), a growing company within [The Hearst Corporation](#), is the world's premier provider of quality automotive information and related value added technologies. With ever increasing uses for data within the digital world, the company is poised for triple digit growth in coming years, under the right sales leadership. As a result, MOTOR Information Systems is currently seeking a senior level executive sales manager to develop, lead and direct the national account sales efforts of the organization.

As a key member of the executive team, the new VP of Sales will play a key role in driving significant revenue increases within national accounts that are already growing in excess of 20% per year. In addition, the position will enable an experienced leader the opportunity to exercise their creative intellect by positioning MOTOR to meet demand in areas of the market that are still evolving. As such, the position would be well suited for an intellectually curious, creatively minded, B2B executive sales manager who would find purpose and meaning working in a company whose data drives segments of industry employing millions of individuals and representing a sizeable percentage of our country's GDP.

As to economic stability and future career opportunities within The Hearst Corporation, the situation is just as bright. The company, known for being incredibly loyal to its people, is looking for passionate leaders, capable of delivering outstanding performance within its businesses. In doing so, some executives are rewarded with expanded opportunities like Tom Cross, the current CEO of The Black Book/National Auto Research who previously was an executive team member at MOTOR. Others like Kevin Carr, CEO of MOTOR for 30+ years, elect to serve in a long term role continually growing and developing a business. As such, the position would be ideally suited for someone seeking increasing levels of responsibility.



**CUSTOM  
BUILT**

**Automotive  
Data  
Solutions**

**HEARST** *corporation*

Motor Information Systems is a historically rich and storied business that has successfully made the transition from print to the digital world. With the business world littered with media companies and publishers that have struggled with profitably adopting their model to the digital age, MOTOR has achieved success within a relatively short amount of time. This has been due to a number of factors including the intellect and hard work of the MOTOR leadership team, combined with their ability to move swiftly, without a lot of red tape or bureaucracy, in order to capitalize on market opportunities. These factors combined with the autonomous management style and financial support of The Hearst Corporation are all factors that will continue to contribute to the success of MOTOR Information Systems and the growth of its national accounts group.

Many reasons may lead an experienced executive sales manager to explore this unique opportunity:



Perhaps you have chosen to be employed by a company that is struggling with adapting their products and services to the new economy. Instead, why not consider playing a key role in an organization that has already successfully made the transition to the digital economy and is poised for significant success, with your sales leadership.

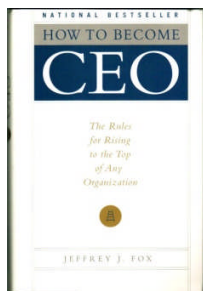
Another reason might be the opportunity to be a key member of a senior management team, reporting directly to the President. As such, the right candidate will appreciate the opportunity of being tasked with owning the sales process and delivering increased revenue growth for the business.

Perhaps you are currently employed within a supplier of data or information products; however, the markets served by your employer are seriously challenged. Joining MOTOR Information Systems at this time would enable you to bypass a stalled career and catapult you to success with the sales experience and leadership you have gained from prior positions.



Another reason that might motivate you to seriously consider this opportunity is you might not be able to use 100% of your creative skills and intellect in your current position. As a result, you might feel held back or feel stymied by the lack of challenge. If this is the case, consider joining MOTOR whereby you will be able to apply all of your skills, talents and abilities within this leadership role.

Yet another reason might be the appeal of working for a company where performance is rewarded and loyalty is reciprocated.



For the more career minded professional, perhaps the appeal of one day being the CEO of a business appeals to you. If so, opportunity abounds within The Hearst Corporation for high achieving individuals with a proven track record of high performance within successive assignments.

Perhaps an individual is currently working for a larger company and desires to work in a smaller, less bureaucratic and more entrepreneurial environment, where red tape doesn't exist and people genuinely enjoy the autonomy and freedom to make decisions.

The right person will be attracted to the company's business, its products and its potential for growth. This is truly an exceptional opportunity for the right sales leadership.

## THE COMPANY:



Founded in 1903 by [William Randolph Hearst](#) out of his passion for the automobile, MOTOR was the first magazine published by The Hearst Corporation, now one of the nation's largest diversified media companies. The company today employs more than 15,000 employees among many of its operating groups including:

- **Newspapers** (15 daily's including The San Francisco Chronicle & Houston Chronicle)
- **Magazines** (34 titles/200 international editions, including Cosmopolitan & Esquire)
- **Television** (29 television and radio stations)
- **Entertainment and Syndication** (Partnerships in A&E & ESPN, among others)
- **Interactive Media** (Strategic investments in digital content and infrastructure companies such as Pandora Media and Drugstore.com)
- **Business Media** (see below)

Within The Hearst Corporation resides the operating group "[Hearst Business Media](#)", which operates more than 20 business-to-business information services, electronic databases and publications. The Group has significant holdings in the automotive, electronic, medical/pharmaceutical and finance industries. Among its core competencies is the aggregation of time-sensitive price, product and technical information that is integrated into business and professional processes. Motor Information Systems is a division



of Hearst Business Media and employs more than 150 talented staff members, many of which hold certifications in ASE and I-CAR—providing customers with thousands of years of collective automotive experience. Total revenues are \$55M and the company has achieved an impressive compounded annual growth rate of more than a 10%, for close to two decades.

Since 1903, MOTOR's mission has been to provide customers with accurate, thorough and timely information to help run their businesses more efficiently, effectively and more profitably. The company boasts a long and storied history as a publisher of collision repair, parts and labor information and is one of the few publishers in the country that has made the successful transition from print to electronic media. The business is highly profitable and well supported by The Hearst Corporation.

MOTOR's four business segments include collision, service and repair, national accounts and MOTOR Magazine. The primary responsibility for this position will be the development and management of the National Accounts Group, which is approximately 10 years old. The group was formed through the acquisition of several organizations:

- **Chek-Chart** - Fluid maintenance service specifications and data provided to the aftermarket.
- **FleetCross** - Providing custom database, software, and network solutions to the heavy truck sector.
- **Technologue** - Providing OEM parts research and database management for the automotive aftermarket.



Today the National Accounts Group represents approximately 30% (15M) of MOTOR's annual revenues. More than 60 key customers license the companies data, which is delivered in digital format, including CD's, DVD's, customized databases (SQL, XML, etc.), online portals, customized websites, etc. The national accounts business segment has been growing at a rate of 20% for the last 5 years and represents significant opportunity for MOTOR with the ever increasing uses for data in our emerging digital world.

The culture of MOTOR can be described as healthy, positive, respectful, self sufficient and absent of any venomous politics. There is little red tape involved in making decisions, no micro management and a tremendous amount of freedom when executing your duties and responsibilities. As a result, there is little turnover among the ranks and a tremendous amount of loyalty between employer and employee.



## THE POSITION



The position is titled "Vice President of Sales" and will be based in MOTOR's headquarters located in Troy, Michigan. The VP of Sales will play a key strategic role as part of the Senior Management Team and will be tasked with passionately driving MOTOR's annual revenue growth as it relates to the National Accounts business segment. The position will provide structured and timely feedback on market conditions and competitive activities to the executive team along with detailed plans on how to leverage MOTOR's industry expertise to drive strategic growth. As such, the position will require a high degree of intellect, strategic thinking, energy and passion to drive the exponential growth expected.

The position will cultivate, mentor, lead and be an advocate for a high performing sales team, currently consisting of six individuals. Upon stepping into the position, the new VP of Sales will need to assess the structure and capabilities of the group in order to best align and enable the sales group to meet their goals. They will need to provide new energy, motivation and professional sales practices to a group that despite a lack of consistent leadership has managed to achieve positive results, year after year. This will require the establishment of a standardized sales process and procedures that can be measured, monitored and supported by management.

The right candidate will be accustomed to using professional sales management techniques and metrics (weekly funnel reviews, critical opportunity reviews, growth calls, precise forecasting) in their position, enabling them to provide accurate reports and insightful coaching to their peers and the president of MOTOR Information Systems.

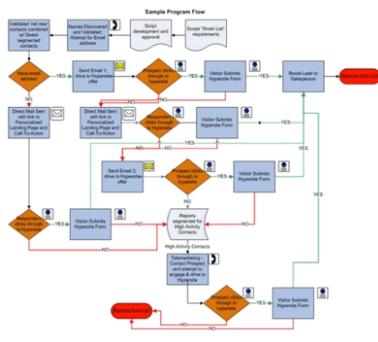
The new VP will lead and support all aspects of key talent retention, skills development, performance management and staffing (recruiting, hiring and training). Of key importance will be transitioning the sales team from operating in an “opportunistic selling” mode to being more “proactive” through effective hunting, prospecting and sales consulting techniques.

The ability to envision how MOTOR’s data can be creatively utilized in a complex digital world that is constantly evolving and expanding, will be a primary challenge of this position. As such, this position will work with product management to specify market offerings.

Approximately 30% travel is associated with this role as relationships will need to be developed and established in the field with staff, key clients and future prospects.

### QUALIFICATIONS

The right candidate will be presently serving in a sales leadership role whereby they have demonstrated the ability to drive revenue growth. They will have previously built or led a sales team of at least 5 individuals that have been responsible for growing revenues in a digital media or data/information facing company. He/she will have demonstrated problem solving and negotiation skills with special emphasis on coaching direct reports to successfully close sales for an organization. They will be familiar with professional sales management practices within a B2B sales environment, including CRM tools.



The right candidate will be familiar with a strategic sales process by which individuals can be identified and properly positioned within the overall sales process. They will have the ability to successfully manage complex database/software sales with demonstrated expertise in prospecting and business development. The right candidate will have a passion or personal interest in the area of technology or information and its usage. They will be systematic and organized in their approach to leading a sales team.

They will be accustomed to working in a smaller corporate environment, whereby they will have worn several hats. Someone who has worked in a start up or entrepreneurial environment, focused on driving revenue, while keeping costs to a minimum might be ideal.

They will have a reputation for creativity, enabling them to envision solutions to problems or challenges not easily seen by others. They will espouse consultative selling skills and will be able to help their sales force to think for their customers and lead them to solutions they haven’t considered or thought about yet.



Excellent oral and written communication skills, strong interpersonal with a passion for coaching and mentoring is preferred. Presentation skills, executive presence and domain credibility are essential.

A Bachelor of Science or Bachelor of Arts degree is required, along with a high level of intelligence and work ethic capable of applying that intellect.

### **PERSONALITY & CULTURAL AFFINITY**

Those individuals possessing the following traits would be encouraged to explore this unique opportunity with MOTOR Information Systems:

- My title is not important to me and I don't need to be the smartest person in the room. I'm not in it just to make myself look good.
- I embrace change and being challenged.
- I treat all employees and customers in a moralistic fashion. I am professional, respectful and polite.
- I don't have a problem getting my own coffee, making my own copies, creating my own Excel spreadsheets or typing my own memo's. In fact, I'll even empty my own trash and sweep the floors for you, with a smile on my face. I believe any imaginable task might be in my job description.
- I have a passion for selling my ideas to others. I'm not an authoritarian.
- I have stood up in front of my subordinates and peers and said: "I made a mistake and these are the constructive steps I am taking to ensure it doesn't happen again"
- I am willing to ask any team member to help me understand something. I enjoy being both a teacher and a student.
- I don't believe that weekend, holiday travel or working late is unusual or deserving of comp time.
- I don't always agree with everything my boss says. I have and am willing to challenge his ideas and perceptions in a constructive manner.
- I can focus on detail, but I don't lose sight of the big picture



**CANDIDATING PROCEDURE AND CONTACT INFORMATION**

Lordstone Corporation, est. 1993, is a global executive search consulting firm, focusing on senior level management positions. We assist clients in locating, assessing and hiring leadership within the 90<sup>th</sup> percentile, throughout North America, Europe and The Asia Pacific Region. We operate throughout more than 50 industries, including digital media, publishing, e-content and information and accept assignments on a retained basis only.

Our client, MOTOR Information Systems, is an equal opportunity employer and does not discriminate on the basis of race, age, color, religion, sex, ethnic or national origin, or physical handicap.

We fully respect the need for confidentiality of information supplied by interested parties. For further information, please contact:



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