

Turbo Charge your Path Forward Through Advisory Boards

WHAT IS AN ADVISORY BOARD

An advisory board is a **group of individuals with expertise in specific areas relevant to a CEO, Leadership team, and Board**. Such Advisory Boards are typically established to offer insights, perspectives, and recommendations on go-to-market, commercialization support, business strategy, industry trends, market opportunities, product development, or other areas where specialized knowledge is needed.

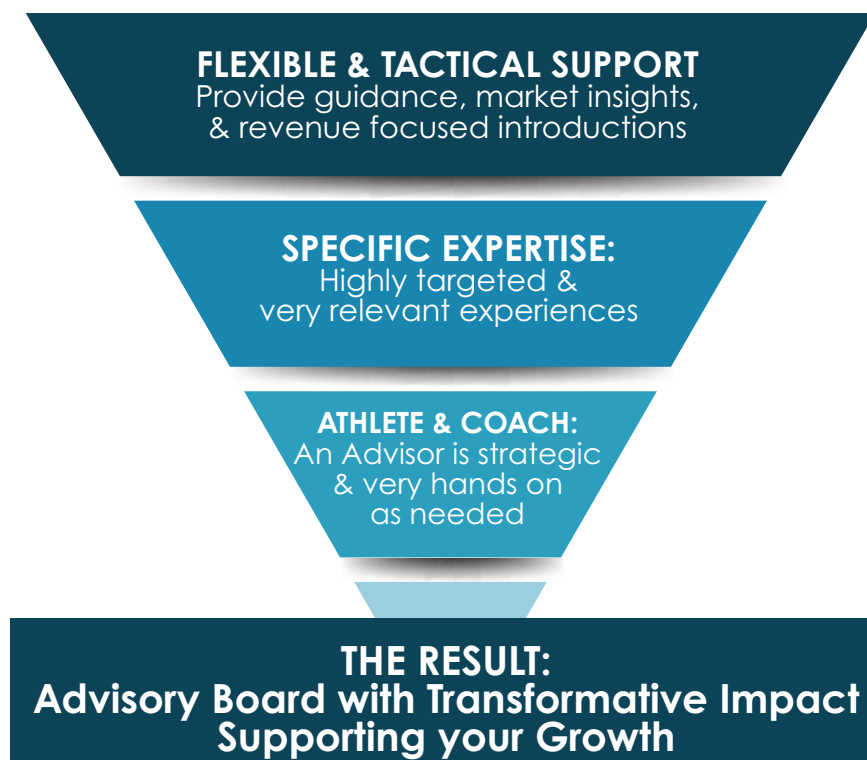
A Company can utilize an Advisory Board for specific commercial goals or a product launch; the Advisory Board can have a limited term and does not offer governance support.

The right Advisors can also provide additional credibility for your customers and community.

These skills are generally not affordable or needed full-time at the company thus bringing on expertise in a more tactical advisory manner is a win/win.

CPC Talent is a premier executive search firm supporting Investor Backed Companies as well as high growth public companies with strategic talent support at the Board, Advisory Board, and Executive levels. **We find the most value-added Advisors for your unique needs!** We bring on demonstrated experts to meet your specific needs, whether commercial, product, go-to-market, or furthering strategic initiatives.

WHAT TO EXPECT FROM A HIGH-IMPACT ADVISORY BOARD BUILT WITH CPC TALENT



CPC Talent has proven experience placing Advisors, Board Directors and C-suite leaders

- > Consumer-focused, CPG, B2C, eCommerce
- > Business Services
- > Retail and REIT
- > Tech, tech-enabled, and SaaS businesses
- > FinTech and eFinance

CPC Talent has proven success supporting high growth companies and organizations going through transformations – whether launching new offerings or with new target clients, re-introducing themselves to the market after a restructuring, or taking on PE/VC partners and needing to professionalize – fast. We are well versed in utilizing our vast network and vetting process to bring on the most impactful and culturally aligned Board Advisors to an organization.

WHAT LEADS TO THE GREATEST SUCCESS ON ADVISORY BOARDS



"I have sat on countless public and private Board meeting during my career and the Board Director CPC Talent brought on had the gravitas and experience from a long career as the CMO at a major airline and all the scrappiness needed to support this loyalty marketing company on its next stage of growth and digital transformation. When he spoke, we all learned to listen and his insights and introductions helped us reposition the company, which led to a successful sale."

Testimonial from Operating Partner & Board Advisor, \$50B AUM Private Equity Firm speaking of a \$500M revenue, privately help Martech business re-defining itself after significant M&A.

When we work with companies to bring on executives, we talk about athletes who can do and lead. When we talk about public and private company Board Directors, we talk about coaching and strategic directions. **Board Advisors will sit in the middle of the coach/athlete relationship** – they are still current experts in their field. They are supporting the CEO with strategic views, deep and tactical insights, commercial introductions, advocacy, and specific support as needed.

ABOUT CPC TALENT

As a strategic talent acquisition and development leader, Cindy Capone founded CPC Talent to help innovative companies poised for accelerated growth achieve their near-term milestones and long-term goals. We bring a new perspective to companies managing change – whether that involves recruiting new leadership to scale revenue, emerging from restructuring, or leading the creation of new growth opportunities.

We are well-versed in understanding where your company is in its growth story and ensuring we help bring in the right transformational leadership to support you—where you are and where you want to go! We are data-driven, innovative, and constantly testing and utilizing the newest technologies and approaches to ensure we know and build relationships with the best talent in the market. The team at CPC Talent applies qualitative insights to every search, which helps drive "right fit" recruitment decisions for a company, its culture, and its people.

At CPC Talent, we have built a team—just like our candidates—of leaders who can be strategic and tactical to ensure we offer our clients valuable insights into the market. We care tremendously. Through our actions, we ensure candidates and clients always know that.



"I love helping companies grow, and that is the core of what we do at CPC Talent. I have built a team of exceptional and passionate industry practitioners and search experts who work closely and collaboratively. Our team builds strong relationships with companies to understand where they are and the steps they need to take to drive profitable growth. We strive to find the best people and connect them with companies where they will add real value."

Cindy Capone, CEO & Founder

OUR VALUES

WE'RE COMMITTED TO BRILLIANCE.
Good enough isn't good enough.

WE'RE BRAVE.
We are fearless and bold in the pursuit of the best.

WE'RE CREATIVE.
We find the expected and unexpected solutions.

WE'RE COLLABORATIVE.
We partner with our clients throughout the process.

WE'RE TENACIOUS.
We never give up. Ever.

WE CARE.
We never forget we're working with people.
We always do the right thing.

CPC Talent