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# Diversity Recruiting

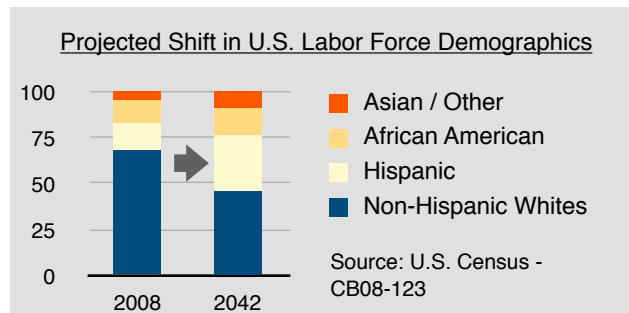
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Inclusive Workplaces, Exceptional Results

# A Sustained Commitment To Diversity

## ▶ A Recruitment Strategy that **Delivers Results**

“Diversity” is defined differently by each organization depending upon its individual needs and long-term objectives. But whether the end goal is enhanced innovation, improved business productivity, tapping into the rapidly growing purchasing power of a particular minority demographic, or achieving equality, one theme remains consistent: diversity programs and initiatives are being funded, executed, evaluated, measured, and redesigned with a never-before-seen sense of urgency.



In 2010 and forever moving forward, increased competition and changing demographics have made understanding and representing the diversity of the marketplace important for every corporation, not just every large corporation. Reflected in our established relationships and extensive network, Raines International’s commitment to diversity long precedes this most recent movement for more sophisticated diversity programs. **Completing more than 40% of all recent search engagements with women or professionals of minority backgrounds**, our success is due to the fact that diversity is built into how we do business. Highlighted by the following case studies, our long term focus and established processes make us a leader in diversity recruiting.

### ▶ An Enduring Commitment: The Larger Picture

#### Case Study – Consumer Goods:

Over the course of 123 searches conducted with a key Fortune 500 client since 1988, we completed 53% of our assignments with diverse executives. These executives have taken on critical positions in areas including Treasury, Supply Chain, Risk Management, Procurement, and Strategy and Business Development. Without question, they will serve as key leaders for this company for years to come.

### ▶ A Concentrated Effort: The Raines Process

#### Case Study – Non-Profit:

Recently, a multibillion dollar Non-Profit Foundation retained us for our expertise in financial services, our network with investment professionals, and our track record in diversity recruiting. By leveraging our deep relationships with the leadership of an esteemed diversity organization, we enhanced our ability to tap into the most competitive and exclusive talent for our client. Our efforts resulted in multiple hires within three months, and we were quickly retained to further build the senior investment team.

At Raines International, we maintain that U.S. corporations simply need exposure to superior diverse talent in order to simultaneously satisfy enterprise-wide talent acquisition needs as well as diversity initiatives. We have presented diverse candidates on 95% of all search assignments for the past two years, and we are expanding our processes in order to reach 100% by 2011. With this performance record, our clients know with confidence that the finalist candidate they choose will have been identified and selected from the most accomplished and capable talent in today’s workforce.

Of the diverse placements we have made in recent years, over 92% of our candidates have achieved advanced degrees including the JD, PhD, and MBA. Schools attended with the highest frequency included The Wharton School at UPenn, Harvard Business School, The University of Chicago, The Stern School of Business at NYU, Stanford University, and Notre Dame.

# Defining the Elements of a World-Class Diversity Program

## ▶ Practical Knowledge Driven by Calculated Research

Through our consultations with clients and thought leaders on the topics of workforce diversity and the traits of successful programs, we have identified several consistent elements that must be ensured.

At the top of the “Must Haves” list is the need for clear sponsorship of these programs and initiatives at the Executive Officer level. Similarly, in order to drive increased participation throughout the business, companies must share responsibility and accountability for diversity program metrics with line management and not Human Resources alone. Lastly, as with any other business investment, there must be a measurable return on investment (ROI) with diversity programs and associated costs. If an organization embraces these requirements, it will notice a marked and almost immediate improvement in the impact of its diversity program.

*“Visibility of females and ethnic minorities at the senior executive level, and strengthening the middle management layer to reflect diversity; communicates to prospective talent at lower levels of management and the entry level that a long-term career is possible, and that the organization supports talent of all backgrounds.”*

Chief Diversity Officer,  
Fortune 500 Financial Services Company

## ▶ How We Make an Impact

Raines International supports diversity initiatives by consistently presenting diverse talent for senior executive as well as mid-level roles, enabling organizations to bring on Executive Officer sponsors while building bench strength that is inherently diverse. This bench strength, with time, becomes the organically developed future leadership of an organization.

Recently Completed Diversity Searches
Executive Vice President, Marketing & Sales Multibillion Dollar Consumer Electronics Company
Chief Technology Officer, Multibillion Dollar Technology Company
Chief Financial Officer Mid-market Technology Company
Vice President, Finance Division of Fortune 100 Consumer Company
Operations Executive Premier Private Equity Firm
Executive Director, Strategy Fortune 500 Consumer Products Company

Beyond establishing support throughout a corporation as a whole, our consultants connect organizations to resources in their surrounding markets. Generally speaking, most diversity initiatives in corporate America focus on five key areas: Multicultural Marketing, Workforce Development, Outreach, Supplier Diversity and Workforce Environment. Systematically addressing each component, Raines works to ensure the success of every organization’s diversity commitment.

## Components of a Coordinated Diversity Program

### ▶ Strategic Initiatives to Drive Organizational Improvement

Through our extensive network, we connect clients to today’s prominent multicultural marketing leaders in top global companies.

Our substantial investment in diversity and inclusion gives us the awareness of current and upcoming talent in every sector.



Increasing client exposure and communication, we align organizations with the surrounding community and global talent pool.

Across all industry groups, our depth in the procurement & supply chain areas gives us a broad network in supplier diversity.

We screen all executive level candidates to ascertain their cultural fit and understanding of our clients’ diversity objectives.

# The Raines International Advantage

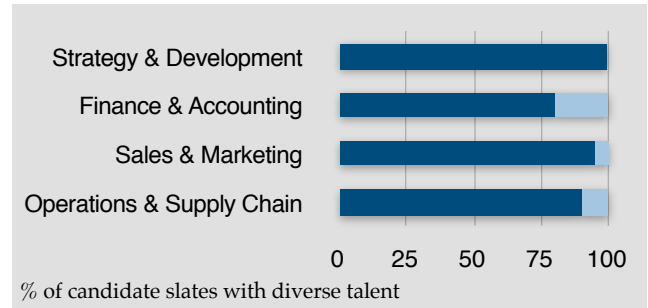
## ► A Track Record of Performance for Our Clients

Our track record in diversity recruiting is a reflection of our broader capabilities as a generalist executive search firm. Founded in 1969, we have a long history of innovation in providing the highest quality experience to our clients. To improve the transparency of our process, we were one of the first firms to establish a client extranet that documents all major assignment milestones and records. To drive increased efficiency and to lower billable expenses, we were also one of the first firms to incorporate video conferencing into the interview process. Our commitment to technology-related solutions is further evidenced by ConsultantTrack.com, a unique interactive online resource we created for the consulting community.

As a search firm with worldwide capabilities and a completion rate and “stick rate” superior to our competitors, our client base of Fortune 500 companies and Private Equity firms includes some of the world’s most iconic brands in Consumer Goods, Retail/Apparel, Aerospace and Defense, Private Equity, Technology, Life Sciences, and Manufacturing. Our mandate is to recruit the best talent for the world’s best firms, and in 2009 more than 80% of our activity stemmed from repeat business.

Our core areas of strength in the key functional disciplines of Sales & Marketing, Operations, Finance, and Strategy & Business Development are areas that perfectly align with the kinds of roles most likely to produce successful results in integrating diversity talent.

## ► Diversity in Candidate Introductions 2007-Present



With our experience and expertise, Raines International has the market knowledge to best advise clients on what will work most effectively with their organization’s culture, industry, and objectives. Our aim is to continue to take an industry leading role in reshaping the image and success of both diversity recruiting and diversity programs for the future.

## ► Our Functional Expertise

Finance	Operations	Sales & Marketing	Strategy
CFO	COO	CMO	CSO
Accounting	Supply Chain	Business Development	Corporate Development / M&A
Tax	Procurement	Consumer Insights	Strategic Planning
Treasury	Logistics	Brand Management	Growth
Audit	IT	Sales Operations	Reengineering
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To learn more about our firm and our track record in diversity recruiting, contact Markos Moya, Managing Director, at 212.997.1100 or [mmoya@rainesinternational.com](mailto:mmoya@rainesinternational.com).

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