



The Woodmansee Group, LLC
Strategic Talent Solutions
Transforming Through People



National Practice with Offices Located in:
• OHIO • INDIANA • MICHIGAN • TEXAS • FLORIDA
• MONTANA • CALIFORNIA



TWG's key competitive differentiator is that we are a Human Resources problem solving organization that uses the tools of search to solve business problems



TWG is here to help our clients "build enterprises" rather than "fill jobs" by maintaining a focus on finding the right cultural and technical match for the job to ensure that each placement will optimize business results



TWG's strategy in working with clients has been to take a custom oriented approach we tear down barriers to building effective partnerships by remaining flexible and agile in our processes



Customer DrivenSM search services. Placing managers, professionals, and executives who make a difference. Keeping you Talent ReadySM

Contact Us

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TWG Leadership Profiles

Bruce Woodmansee

Bruce Woodmansee, President of The Woodmansee Group, LLC, is an entrepreneur, executive search consultant and human resources leader with a career spanning over forty years in dynamic, high growth organizations. The Woodmansee Group's twenty two years of success is a direct result of Mr. Woodmansee's vision to create a firm that is flexible, user friendly, pragmatic and results oriented.

The Woodmansee Group (TWG) is a retained, executive search firm offering strategic talent solutions. TWG works with organizations ranging in size, from 10 million to 90 billion in annual revenue in 20 different industries. TWG has successfully completed up to 100+ searches in a calendar year for professional and executive positions up through, and including, the C-Suite. TWG's client base of emerging through Fortune 50 companies is located throughout the United States.

Prior to launching The Woodmansee Group in 1991, Mr. Woodmansee held a variety of key leadership positions within the H.R. field at Ford Motor Company, Hayes – Albion Corp., Clark Equipment Company, White Motor Corp., NL Industries, ECOLAB and Federated Department Stores (where he was V.P. Personnel and a Corporate Officer).

Mr. Woodmansee earned his B.S. degree in Business Administration from Indiana University.

Mr. Woodmansee is the co-chair of the Callard/Woodmansee Foundation (Katy's Youth Fund) dedicated to supporting youth, education, development and well-being outside of public schools and government programs. In addition, Mr. Woodmansee was previously a member of the advisory board of Proof Research as well as an officer and board member of The Callard Company, an international marketing and advertising firm with offices throughout the United States as well as in London, England and Sao Paulo, Brazil.

Cyrus Vance

Mark "Cyrus" Vance is a Principal-Strategic Partner and Advisory Board Member of TWG.

Mr. Vance's expertise is in the aerospace/defense sector. In his role with TWG, Mr. Vance will also provide business development support, leadership expertise, and technical consulting to the aerospace/defense industry.

Highly respected by the military community, Mr. Vance recently retired from the U. S. Navy, where he served as a Rear Admiral. In 1981, he received his naval flight officer wings and launched a lifelong career as a naval aviator. Most recently, Mr. Vance served as commander for the Naval Strike and Air Warfare Center. He brings 33 years of experience in operations, technology, financial and project management, logistics and human resources to TWG.

Prior to joining TWG, Mr. Vance held numerous prestigious titles in the U.S. Navy, such as Director of Chief of Naval Operations Navy Programming Division and Commander of Carrier Strike Group THREE. Vance's awards include the Legion of Merit (6), Bronze Star, Defense Meritorious Service Medal, Meritorious Service Medal (2), Air Medal with Combat "V" (3), Navy and Marine Corps Commendation Medal with Combat "V" (2), and various other campaign and service awards.

A native of Billings, Montana, Mr. Vance graduated from the University of Idaho in May 1980. He has earned graduate degrees in Systems Management from the University of Southern California in 1988, and National Security and Strategic Studies from the Naval War College in Newport, R.I. in 2001.

TWG Leadership Profiles (continued)

Mike Mumford

Mike Mumford is an Advisory Board Member of TWG as well as the Owner of Hire Road. Mike Mumford leads Hire Road with an entrepreneurial spirit and a collaborative approach that challenges each employee to innovate in order to find success. He encourages autonomy, creativity, opportunistic vigilance and independent thinking across the board. It was his own independent thinking that led him to start Hire Road in 2013.

Mike envisions Hire Road as a lean, outside-the-mold, transformational business. Together with his leadership partners, Mike leads Hire Road by fusing the strengths of a strategic consulting firm with the power and depth of a best-in-class recruiting and talent acquisition organization.

Prior to starting Hire Road, Mike was an Executive Business and Leadership Coach, a partner in a leading social media-based customer relationship management company and an executive leader in one of the world's largest staffing companies.

Mike has more than 25 years of diverse entrepreneurial experience and has consistently demonstrated his ability to help people and organizations strategically enter new markets, grow market share, master talent management and ensure sustainable success. Mike's extensive experience in attracting, training, and retaining high performance people has driven his success. Mike serves on the Board of Directors of the Kali's Cure for Paralysis Foundation. Mike is an avid outdoorsman and loves to golf. He especially likes to spend time with his wife and four children.

Kaye Callard

Kaye Callard, Advisory Board Member of TWG, is also Chairman Emeritus of The Callard Company. Ms. Callard is a successful entrepreneur, with a career spanning over thirty-five years in the advertising, marketing and promotional products industry both domestically and internationally.

After founding The Callard Company, Ms. Callard expanded the corporation to eight offices in the United States and one international office headquartered in London, UK. Ms. Callard sold The Callard Company in 2004. Prior to founding The Callard Company in 1987, Ms. Callard held a variety of leadership positions in the corporate section with PDS, Professional Data Systems, as marketing director, Columbus Magazine in advertising and as account executive with the advertising agency Cassan & Company.

She is currently co-Chairman of Callard/Woodmansee Foundation (Katy's Youth Fund) dedicated to supporting local Montana youth, education, development and well-being outside of public schools and government programs. Ms. Callard is a graduate of Ohio University with a BS in Communications and minor in Business/Aviation.

Missy McClellan

Missy McClellan, Senior Vice President of The Woodmansee Group has 15 years of experience in the staffing and recruiting industry. Since joining TWG in 2006, Ms. McClellan has been responsible for search assignments across the entire enterprise in the 20 different industry segments TWG services.

Prior to joining TWG, Ms. McClellan specialized in the recruitment of IT, Engineering, and Finance professionals. She has both agency and in-house corporate staffing experience that spans various industries, levels and functional areas across the business enterprise.

Ms. McClellan received a B.A. in Political Science from Indiana University.



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The TWG Process:

TWG has proven systems and processes. Because we focus on precise skill targeting and cultural fit, we guarantee the identification of a successful candidate - a candidate who will make a difference in your organization. Our process includes:

Needs Assessment

We work closely with you and your team to develop an understanding of your organization, culture, competition, heritage, core values and future business plans. As part of preparing to ensure you are TalentReadySM, we will spend as much time as you like getting to know your business.

Position Profile

TWG works with you to develop a position profile that includes core competencies, matrix relationships, professional experience and personal characteristics. We work with you to comprehensively define your target.

Targeting

We will refine and focus the scope of your search with relevant industries, geographic preference and candidates with proven and related experience.

Pre-qualification

Our search partners personally screen, evaluate and pre-qualify all candidates for appropriateness. We measure them against the agreed upon profile to yield the most promising candidates.

Presentation

We present qualified candidates, along with a formal evaluation of the individual's professional and personal strengths and weaknesses.

Client Evaluation

Through your interviewing and evaluation process, you'll see validation of our proven process, verify position profile accuracy, and benefit from TWG's expertise.

Timing

The average search takes approximately 3-4 months to complete. The defining phase includes profile completion, culture assessment, relevant key executive input/discussions, scope of search and development of the target company list. We then research and phone screen the prospective candidate pool. Within 4-6 weeks, we conduct screening interviews to determine the viability of potential candidates. Candidates are presented once they have been thoroughly interviewed by a TWG partner.

TWG offers additional support and can assist clients with Third Party Assessment services (Industrial Psychologist). We also provide references and degree verification for the final candidate.



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TWG Diversity Network

Since 1991, TWG has dedicated itself to the principles of providing CustomerDrivenSM search services. Our unique model focuses on your needs for specific talent in a timely and cost effective manner. Each of our programs has been designed through a series of focused feedback loops within the industries we serve. Our CustomerDrivenSM model allows clients to work with us to develop a TalentReadySM plan that works for their unique circumstances.

We recognized that “one size does NOT fit all” and as a result TWG is recognized as a valued business partner by a wide range of Fortune 500, not-for-profit and emerging organizations across all industry segments. Since its inception, our firm has been based on helping our clients be TalentReadySM through our proven systems and streamlined processes which lead to the identification of ideal candidates.

Our Specialty

We source and recruit employees who make a difference in your organization. Define your need, and we'll hit your target with a high-quality, qualified individual who is a cultural fit. Additionally, we have extensive experience in rapidly changing industries and high velocity environments.



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External BenchingSM:

As a component of our overall TalentReadySM search services, TWG has developed a systematic method of candidate engagement that allows our clients the unique opportunity to build a robust External BenchSM of talent. Because we take a holistic “talent management” approach to our recruiting efforts we build strong long term relationships with candidates and trusted partnerships with clients. External BenchingSM includes:

Planning for the Future

We engage with you and your key leaders to develop a thorough understanding of the succession dynamics driving your need for an External BenchSM. The demographic trends both within your organization as well as your industry as a whole; your competitive position; your anticipated growth and anticipated turnover/future retirements are all components of what we use to create the right platform for External BenchingSM.

Position Profiles

We work closely with you and your key leaders to help define/refine your anticipated target skill sets and then source and develop a strong and diverse pool of prospects to meet those needs. Through this process we will ensure that relevant issues related to professional experience; culture fit; relevancy of industries worked in and geographic preference of prospects are all taken into consideration.

Candidate Development

After meeting with your key leaders and understanding your anticipated future needs, we pro-actively identify and develop relationships with future managers and leaders on your behalf. We use our proven search methods to evaluate prospects. Once we have identified those individuals who will be important to your future, we actively maintain these relationships so that candidates are ready to move when you are. This process:

- Creates a strong bench or pool of talent based on your anticipated needs
- Engages with candidates to keep them “warm” and interested in your company until you are ready to hire
- Keeps the External BenchSM “ever green” so as prospects move off the bench new prospects are added

Successful Placement

Because competition for managerial and leadership talent is on the rise with no end in sight, we work hard to keep your targeted prospects engaged and interested in you for months, and sometimes years. During this process we keep you routinely informed of any potential risks to their candidacy. Our track record of successfully maintaining a solid External BenchSM is excellent. When clients need External BenchingSM we perform with process and results. strategically to identify, source and recruit the best available talent for our clients.



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TWG Difference:

Leverage the TWG difference to make a difference for your organization. As your CustomerDrivenSM business partner, we're focused on your success.

One Year Guarantee

A one-year guarantee on all placements. Accordingly, we take extreme care in the definition phase of your search as well as in the selection process to ensure the best fit.

Leading Edge Fee Structures

- Unique feePartneringsm and approach.
- Innovative solutions to help your budgeting process and cash flow.
- Industry specific considerations.
- Revolutionary and variable performance-based fee option.

Unparalleled Access

CustomerDrivenSM, starts with you. We maintain our moderate size in order to provide you with maximum access and us maximum flexibility in meeting your needs. Our firm has built access to an extensive candidate pool. Since our inception we have exclusively worked with the leading companies in an industry segment and focused on a relationship with just one of those companies, thereby allowing us and you the flexibility to source from your competition when appropriate.

Extensive Experience

CustomerDrivenSM, experienced search partners with strong business and human resources backgrounds perform your search assignments. Our cross-industry knowledge and network helps you target your search to achieve the optimal result.

Responsive and Flexible

We respond quickly to your needs. Searches are launched with minimal ramp-up time and candidates are presented promptly. We are flexible in our approach. Through our Contract Recruiting, FAST slateSM, External BenchmarkingSM, TalentReadySM, healthRecruitSM, and International Executive Search services we adapt to meet your particular organization or industry's challenges. State a need, TWG will deliver.

Proven network

A reliable and proven network for sourcing superior candidates, including highly qualified diversity candidates. Our relationships and resources enable us to deliver the right talent in the public, private and not-for-profit sectors.



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Other Strategic Solutions:

TWG has transformed from a small boutique firm to a mid-sized solutions based search practice which responds directly to client and/or market needs. The following CustomerDrivenSM services show that our processes are developed to meet client needs:

FAST slateSM

FAST slateSM search services were designed at the request of clients who need top notch candidates to supplement the slate that their internal recruiting teams have developed. With FAST slateSM, we source and recruit up to three additional candidates per position for a modest fee. A full fee is due and payable only when one of our candidates is hired. Unlike our other search services which are exclusive arrangements, FAST slateSM is designed to supplement the work being done by your team. FAST slateSM is particularly useful when time is of the essence. FAST slateSM is critical when diverse or passive candidates need to be identified and sold on your opportunity.

TransitionTalentSM Search Services

TransitionTalentSM search services are as comprehensive as our traditional search services but at half the price. We will use all of the resources at our disposal to find the best talent to help you work through business transitions. Whether filling in for an executive on leave; working through the integration of a newly acquired product or service; merging companies or departments; planning and executing a project from start to finish...we can find you the talent you need at a price that make sense.

healthRecruitSM

A new, more cost efficient and effective way to meet the staffing challenges of our clients who operate within the Healthcare Industry. You have told us where you are going and what it is you'll need to get you there. You have told us what has worked for you in the past, and what has not. Most importantly, you have asked for our help in designing a recruiting methodology and fee structure that gives you the best elements of professional retained search with the cost effectiveness and assurances that come with contract recruiting.

The Woodmansee Group's healthRecruitSM is designed to meet your needs. First and foremost, we focus on building your organization. Our heavy focus on cultural fit, along with technical skills ensures quality placements. We have search consultants and support personnel with extensive HR experience in health related fields, we understand your challenges and we know how to meet them.



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Other Strategic Solutions (continued):

TalentReadySM

With TalentReadySM, TWG has the ability to customize solutions to meet your needs and address your challenges. We are always open and flexible in working with you to determine the best approach to deliver the expected results. TWG is committed to making doing business as easy as possible. TalentReadySM will give you maximum flexibility.

TalentReadySM in Technology Our business and expertise in technology is continuously growing and evolving to stay in front of the power curve within this dynamic industry segment. We have search consultants and support personnel with extensive experience in the technology sector, we understand your challenges and we know how to meet them.

Contract Recruiting Service

Our Contract Recruiting Service offers you executive search level service for critical professional and managerial positions:

- Provides a continuous stream of talent for multiple job openings
- Amortizes your placement costs over a longer period of time
- Allows for the “investment spend” needed to find quality talent through a modest monthly fee
- Creates a platform for predictable and controllable costs per hire

International Executive Search

Many of our clients have needs for top talent outside the USA. Therefore, TWG has established shared services relationships with Moore Krickl International Limited, headquartered in the United Kingdom. This arrangement provides TWG with search capability in the United Kingdom, Western Europe, Middle East and the Far East.

Strategic Advisory Services

Because TWG’s leaders have walked in the shoes of business executives, we bring a peer level of understanding to our clients’ situations along with a partnership approach to solving their business issues. It is important to us that our clients succeed. To that end TWG frequently assists its clients in aligning the organization’s business strategy and people strategy to ensure they are working together to yield the maximum results through our Strategic Advisory Services.



TWG Assignments

At TWG, we provide placements across a broad range of positions for a wide variety of companies and organizations. Our history of executive and professional assignments include but are not limited to some of the following:

- Board Director
- President & CEO
- Chief Revenue Officer
- Chief Information Officer
- Chief Operating Officer
- Chief Financial Officer
- Treasurer
- General Manager
- Executive Director
- Executive Vice President
- Senior Vice President
- Vice President
- Director
- Controller
- Manager
- Buyer
- Engineer

In a variety of the following functional areas:

- Advertising and Marketing
- Business Development
- eCommerce
- Economic Development
- Engineering
- Finance
- Human Resources
- Inclusion and Diversity
- Inventory Planning
- Information Technology
- Leadership
- Logistics/Distribution
- Manufacturing
- Merchandising
- Organization Effectiveness
- Operations
- Pharmacy
- Product and Process Quality
- Property and Casualty
- Public Relations
- Purchasing/Materials Management
- Research and Development
- Retail Banking
- Risk
- Sales
- Software
- Stores
- Talent Acquisition
- Technical
- Total Rewards
- Treasury



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TWG Assignments (continued):

Providing placement expertise to a full range of industries:

- Aerospace
- Agriculture
- Associations
- Automotive
- Banking
- Beverages
- Business Services
- Construction
- Consumer Packaging
- Consumer Products
- Distribution/Logistics
- Education
- Electronics
- Financial Services
- Food
- Healthcare
- Hi-Tech
- Insurance
- Manufacturing
- Media/Entertainment
- Pharmaceutical
- Restaurant
- Retail
- Transportation



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Hire Road and The Woodmansee Group Form Strategic Partnership

Hire Road, a Recruiting, Staffing and Talent Acquisition Consulting Firm, and The Woodmansee Group (TWG), a National Retained Executive Search Firm, joined together as portfolio companies in March 2016. This strategic partnership positions the organizations to offer a broader base of complimentary talent acquisition solutions to their respective clients without compromising the high caliber of service that each brand is synonymous for delivering. TWG brings 25 years of strategic talent solutions and a nationwide structure equipped to serve organizations ranging from emerging companies to Fortune 50 organizations. Hire Road fuses the strengths of a strategic consulting firm with the power and depth of a best-in-class recruiting and talent acquisition organization. The Woodmansee Group and Hire Road are driven by the same vision which consistently delivers exceptional results for our clients: building enterprises through strategic talent solutions; not just filling jobs. This partnership empowers both organizations to serve a wider range of clients while maintaining the high standards that have independently established each firm as a leader in their respective markets.

About Hire Road

Headquartered in Novi, Michigan, Hire Road is an recruiting, staffing and talent acquisition consulting firm that focuses on providing contingency and retained recruitment services for highly skilled-professional and technical level positions as well as offering contractor services. Hire Road serves a wide range of industries and specialties. Mike Mumford founded the firm in 2013 based on his 25 years of diverse entrepreneurial experience. Prior to launching Hire Road, Mike was an Executive Business and Leadership Coach, a partner in a leading Social Media-Based Customer Relationship Management company and an executive leader for one of the world's largest staffing firms.



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