

## THE 21st ONSTOTT INVITATIONAL GOLF TOURNAMENT

Monday, August 7, 2006

Woodland Golf Club, Newton, MA

Over the years The Onstott Invitational has supported a number of charities including The American Cancer Society, The Cam Neely Foundation and the Melissa Skolfield Kokos Trust. Last year we raised over \$100,000 for The Kevin M. Onstott Memorial Scholarship Fund at North Carolina State University as a result of two tournaments, one held in Boston and the other in Raleigh, North Carolina.

This year the proceeds from the tournament will benefit "Danny's Place", a youth center in Acton, Massachusetts that has been built in memory of Danny McCarthy, son of Jeff McCarthy of North Bridge Venture Partners. Danny was killed in an automobile accident in April 2003 at the age of sixteen. "Danny's Place" is a gathering place for Acton and Boxborough youth in the 6th through 12th grades whose purpose is to enrich, excite, and entertain teenagers in a safe environment. We are pleased to be able to support "Danny's Place".

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# Topics

FROM THE ONSTOTT GROUP

## Client Snapshots

**Keurig**, the leading supplier of single serve coffee brewing systems, has been acquired by Green Mountain Coffee, one of its major partners. We conducted our first search for Keurig in 1995, and have assisted in recruiting nine of the company's twelve senior executives.

**MRO Software, Inc.**, the leading provider of asset and service management solutions, has been positioned by Gartner, Inc. in the Leader Quadrant in its report "Magic Quadrant for Enterprise Asset Management".

**SeaChange International** has begun shipping its AdPulse™ On Demand Advertising System, the only market-ready solution for a range of dynamic advertising opportunities in on-demand television.

**Clean Harbors**, our client for several years, recently announced a strong first quarter and the acquisition of a \$95 million company, which will add to the firm's broadening service offerings as the leading provider of environmental and hazardous waste services in North America.

**Protonex** announced that they are shipping advanced prototype fuel cells to the U.S. Air Force, a milestone event for the company. This is expected to lead to a new contract for follow-on work.

## AESC View

### The Future Of The Chief Marketing Officer

The Chief Marketing Officer (CMO) role is one of the most challenging and highly sought after positions at any company. It is also a role, and profession, in flux.

A survey conducted in 2005 by the AESC revealed that out of 496 senior executives around the world, 38 percent said that other than the CEO, the Chief Marketing Officer was the most powerful C-level title in 2005. This topped the list ahead of Chief Information Officer (28%) and Chief Technology Officer (26%).

"Companies are turning to the chief marketing officer to be the one executive who will change their company —

who will improve their bottom line," said Peter Felix, AESC president. "The role of the CMO today is complex.

The CMO is the executive who will craft messages, integrate channels, and bring in the programs that will allow for collaborative filtering — and do it on a global stage. The CMO is the leader that can make a difference between mere sales and a total marketing campaign — and help define the bottom line success of a company."

The Association of Executive Search Consultants, of which The Onstott Group is a member, is the worldwide professional organization for retained executive search consulting firms.

The Onstott Group serves clients with retainer-based executive search within technology, telecommunications, financial and professional services, consumer products, venture capital, and high growth companies.

The firm is a member of the Association of Executive Search Consultants, the premier professional association representing search firms worldwide. Its mission is to maintain and enforce the highest professional standards in executive search.

The Onstott Group is also a member of The World Search Group, an alliance of 24 experienced independent executive search firms located in 18 countries. Through this affiliation we provide global reach to our clients.

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## Save the Date

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## Placement Briefs

### Telecommunications/ Data Communications

**SeaChange International** has named **Kevin Bisson** Senior Vice President of Finance and Administration. Kevin joins SeaChange from American Superconductor Corp. where he was Senior Vice President, Chief Financial Officer and Treasurer. SeaChange provides digital video systems that help broadband, broadcast and satellite television companies to streamline operations, expand services, and increase revenues.

### Electronics/Instrumentation

**John J. Connolly** has joined **Protonex Technology Corporation** as Chief Financial Officer. John comes to Protonex from GeoView, Inc. where he was Chief Financial Officer. Funded by a unique group of high quality technology investment firms and corporations, Protonex designs, develops and produces fuel cell power systems as an alternative energy source.

### Business Services/Outsourcing

**Spryance**, an emerging leader in business process outsourcing, has announced that **Craig Cordt** has joined the company as Regional Vice President of Sales – Midwest. Craig was formerly with Vasant Scribes, Inc. in Philadelphia. Spryance provides technology enabled outsourcing services to clients in the US health-care sector, with a primary focus in the medical transcription industry.

Congratulations to **Kristin Tallman** who has joined **The Jane Blalock Company**, Inc. (JBC) as Vice President of Event Marketing and Sponsorship. Kristin joins JBC, Inc. from Citizens Financial Group where she was Senior Vice President, Director Sponsorships and Brand Promotions. Founded in 1987, JBC is the only national, woman-owned golf event management firm.

### Health Care

**Beacon Hospice**, an emerging leader in the hospice care market in New England, has named **Mike Euele** Vice President of Sales. Mike was formerly a Fellow and Entrepreneur-in-Residence at Boston University's Health Care Entrepreneurship Program. Beacon Hospice and Palliative Care provides the best end-of-life care in New England through an interdisciplinary team that supports patients and families.

### Consumer Products

**Steinway & Sons** appointed **Mark Malinowsky** Vice President of Finance. Mark joins Steinway from KPMG Risk Advisory Services. For 150 years, Steinway has been dedicated to the ideal of making the finest pianos in the world.