

Valerie  
Frederickson  
& Company

Human Resource Management and Executive Search Consulting  
800 Menlo Avenue, Suite 220, Menlo Park, CA 94025  
(650) 614-0220 [www.vfandco.com](http://www.vfandco.com)

**VF&Co HR Laundry List –March 26, 2001**

*Dear Friends:*

*Over Christmas I spent time dwelling on the New New Economy, and what it would mean for my six year old consulting firm. Our staff, clients, consultants, and friends and I have all worked so hard to build a “real company,” that I was absolutely unwilling to let a recession shatter our dreams. So, we have examined just about everything we do and how we go about doing it. We’ve adapted our executive search practice by supplementing our retained services with more contingency agreements to ensure that we can continue to place top tier executives quickly. We’ve also focused on improving our branding, positioning, and how we sell our services. We’ve hired an experienced client services manager and a savvy marketing manager to drive these initiatives. Additionally, the entire company is now getting coached weekly on how to survive and thrive in the year 2001.*

*We are so blessed that this is all working even better than my winter daydreams, and frankly, nightmares. Within a recent seven-day period, we staffed up the entire executive team of the new wireless business unit of one of our largest clients. The positions included VP Engineering, Senior Director of Product Management, and Senior Director of Strategic Marketing. Lastly, as I always do, I would like to extend a heartfelt thanks to an HR executive, Ginger Devereaux of US Wireless, who referred us a new client this month, and who has been a supporter of ours.*

*Included below is an updated list of our current HR searches, and a sample of our excellent HR candidates. As always, your networking assistance is greatly appreciated. For your non-HR friends and relatives, we’ve included at the bottom of the list a short description of some of our other current retained searches. If you would like to be added or removed from our list, please email my Office Manager, Vickie Rivera, at [Vickie@vfandco.com](mailto:Vickie@vfandco.com) or give Vickie or me a call directly at (650) 614-0220.*

*Take care, Valerie*

---

**Featured HR Candidates:**

***Vice President, Human Resources*** – Leader in HR with over fourteen years experience in high technology Silicon Valley companies, including work as an executive HR consultant for one of the Big Five. Committed, highly focused and motivated in her field. Has spoken at HR conferences regarding successful management of M&As, is a strategic partner in large organizational re-design, and has managed global staffing from front-line to executive levels. Boundless abilities in all areas of HR. Pursuing certification as a Certified Compensation Professional as an enhancement to her experience in design and implementation of organization-wide performance management and competitive compensation programs.

***Human Resources Manager*** – PHR with six+ years of experience in telecommunications and e-Commerce companies. Excellent ER management skills. Strong staffing abilities in both technical and non-technical areas. Created HR function for a start-up. Has proactively managed through organizational change and achieved maximum employee retention.

**Staffing Manager** – Seven+ years of progressive recruitment and staffing experience on both the agency and in-house sides, with a cutting-edge, strategic approach to managing and motivating recruiters to perform. Excellent track record in ramping up organizations; staffs with retention in mind; and has strong employer branding abilities.

On the consulting/contracting side we have many technical **Contract Recruiters** (available 30+ hours/week), highly qualified **Compensation and Benefits Specialists, Career Development/OD specialists, International HR Strategic Planning Consultants, OFCCP audit experts**, and numerous excellent **VPs of HR** available for projects.

---

### **HR Searches:**

**Contract HR Director** (equivalent of full-time salary of about \$125) needed immediately for East Bay assignment. Generalist background plus compensation and benefits experience needed. Define processes, roll up your sleeves, and execute programs. Experience working in a small, dynamic startup environment helpful, along with knowledge of organizational design. Email [joyce@vfandco](mailto:joyce@vfandco) immediately.

#### **HR Search #104 – North Bay/Wine Country**

**HR Director** for a high end, boutique winery group in Santa Rosa. This is a growing business consisting of seven different wineries sharing HR and administrative services. Ideal candidate must be strong in M&A, change management, Employee Relations, and strategic employee program and communication design. Must also have proven track record in career development and management of HR staff. 10+ years HR experience.

Please email your resume to [joyce@vfandco.com](mailto:joyce@vfandco.com) and reference search #104.

#### **HR Search #105 – South Bay**

**International Dir of HR** for a high profile, high tech company with an internationally recognized name. If you have over ten years of experience in the design and implementation of global HR initiatives, this may be your next best career move. Must be executive level player with international board-level presence, flexibility, strategy, and creativity.

Please email your resume to [joyce@vfandco.com](mailto:joyce@vfandco.com) and reference search #105.

#### **HR Search #106 – South Bay**

**HR Manager** in a new business unit of a well-established global company. This role is pure generalist with a strong focus on Employee Relations, performance management, compensation and benefits administration and organizational development. At least eight years fast-paced HR experience. Sales force management and change management experience preferred.

Please email your resume to [joyce@vfandco.com](mailto:joyce@vfandco.com) and reference search #106.

#### **HR Search #107 – South Bay**

**HR Manager** for a publicly traded optical networking company with bleeding edge technology, whose revenue doubled in the last quarter. Position is responsible for recruitment, benefits administration, and implementation of corporate HR initiatives. Five+ of experience in HR with a focus on staffing.

Please email your resume to [joyce@vfandco.com](mailto:joyce@vfandco.com) and reference search #107.

---

Candidates for our executive searches are very welcome to contact us by sending their resumes to [recruiting@vfandco.com](mailto:recruiting@vfandco.com). They should note "HR Laundry List" in the header to get priority attention.

---

### **Executive Non-HR Searches:**

***VP Sales*** for a hot company that has developed a revolutionary turnkey telecommunication infrastructure that provides fully converged voice and broadband data services for the "last mile." Background selling to CEOs of telcos, managing sales forces both and large deal negotiation (San Francisco).

**Please email your resume to Olga Ocon at [olga@vfandco.com](mailto:olga@vfandco.com) and reference search #108.**

***Director of Product Management*** for the leader in content management software and services for the enterprise Web. Enterprise software and web/internet technology experience. CS/EE technical background and seven years in product management, development or related. (Sunnyvale).

**Please email your resume to Olga Ocon at [olga@vfandco.com](mailto:olga@vfandco.com) and reference search #109.**

***Director of Product Development*** for with a top-rated e-business applications development company. BS/MS in computer science and familiarity with Internet and e-Commerce are required. Knowledge of business processes practices in procurement, online auctions, logistics and /or related functional (Palo Alto).

**Please email your resume to Olga Ocon at [olga@vfandco.com](mailto:olga@vfandco.com) and reference search #110.**

***Director of Product Management*** for an e-business applications development company. CS/EE technical background and seven years in product management with experience in B2B procurement and applications desired. Knowledge of business processes/practices in procurement, online auctions, logistics (Palo Alto).

**Please email your resume to Olga Ocon at [olga@vfandco.com](mailto:olga@vfandco.com) and reference search #111.**

***Two Managing Directors and two Managers*** for a growing business development team of the nation's leading Big 5. Responsible for capital raising, corporate finance, M&As, and the ensuing integration. Must possess a strong network of contacts in Silicon Valley. Established relationships in the Internet and media industries would be highly desirable. Base of \$150k-\$200k with income potential of \$600k. Partner track within two years. MBA, or equivalent and an undergraduate degree in Finance (BS, BA). Experience in investment banking, corporate finance and or a background in financial analysis are required. Former CEOs and VPs of failed dotcoms with backgrounds in JVs and M&As will be highly considered (San Francisco).

**Please email your resume to Olga Ocon at [olga@vfandco.com](mailto:olga@vfandco.com) and reference search #112.**

***15 Senior Engineering positions*** (\$85k-\$120k) for a company engaged in the intelligent optical networking market. Hot positions include Senior HW Systems Engineer, Senior Embedded Software Engineer, High Speed Optical Systems Designer, and many more (Cupertino).

**Please email your resume to Olga Ocon at [olga@vfandco.com](mailto:olga@vfandco.com) and reference search #113.**

***Division Controller #114*** for high tech company doing well (lower Peninsula); ***Technical Product Marketing Manager #115*** with background in Macintosh and sound systems (Cupertino); ***VP of Operations #116*** for a hot global peripheral/device company (lower Peninsula); ***Director of Business Development Managers #117*** for leading technology innovator (roll out new technologies, buy companies, do JVs, create partnerships) (lower Peninsula).

**Please email your resume to Olga Ocon at [olga@vfandco.com](mailto:olga@vfandco.com) and reference appropriate search.**