



A Message from the CEO
Power of People
Q2'2011

Recently I attended the Annual General Assembly/International Partners meeting for our international partnership, InterSearch. Established in 1989, today InterSearch is ranked as one of the top international executive search organizations in the world. With 90 offices in 45 countries – and partner firms with an average of 20 years of experience – InterSearch clients benefit from exceptional service and access to practically anyone and anywhere across the globe. Cook Associates is the sole U.S. partner, having joined the organization seven years ago.

After previous involvement in two different international organizations, we realized we were missing a true connection with a group whose main purpose is to do great search work for its global clients. With InterSearch, the level of cooperation is truly significant, and the level of commitment is extraordinary. There is a greatness that comes from the power of sharing client relationships across borders. We share a mission to delight our clients with an unyielding focus on search execution and completion. As entrepreneurs in our own markets, we embody our tag line: “think globally, act locally.” We know our clients are rewarded for this joint behavior.

Much of the world has experienced financial hardships these past few years – some more than others. I was particularly struck by the heartfelt message our partner from Ireland delivered during our international meeting, and I am pleased to share it with you.

The current owner of InterSearch Ireland was a business partner who purchased the firm right as the economy hit its hardest. Due to circumstances well beyond his control, he was forced to declare bankruptcy and rebuild. His vision was to own and grow the InterSearch business and brand in Ireland. Although the path he had to take was different than he had anticipated, the vision remained the same: build it, remain true to your values, and learn from the challenges. Hopefully a stronger, more vibrant organization would emerge. Well, not only did InterSearch Ireland survive – it paid off to each creditor every last cent – it is now growing and is on its way to many more successes. Its clients believed in the integrity of the owner, and they supported him with new engagements and the goodwill to continue the relationship.

I am proud to call InterSearch Ireland our partner. The owner embraced the challenges, met them head on, remained positive, worked hard and never gave up on his vision. He is truly an inspiration for us all.

During the recent international meeting I was honored to be elected to the [InterSearch Board of Directors](#) and I will serve a three-year term along with Board members from Belgium, Italy, Argentina and Malaysia. This diverse and talented Board, representing all the world’s major geographic regions, is committed to leading this global consortium to rise to the top and continue to deliver results that will be truly delightful.

Since 2011 marks Cook's 50th year in business, we recognize that simply being in business for this length of time is a milestone. Yet as we look ahead to our next 50 years, we also know that the key factor to success in the future, as in the past, remains unchanged. The successful business is about people, people who are passionate about what they do and who have a clear and open mind to really hear what clients want – and then to model and flex our business to meet that change.



Mary Kier is Chief Executive Officer of Cook Associates Executive Search. In addition to her role as CEO, Mary also leads the firms Consumer Markets, Diversity & Inclusion and International search practices. Founded in 1961, Cook Associates is a retained executive search and M&A advisory services firm.