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## the client

Quattro Wireless is pioneering the world’s most sophisticated mobile advertising marketplace. With a unique mobilization technology, it will dramatically enhance the ability of premier online publishers to take their content to a mobile platform. Quattro has developed technology to empower publishers of all shapes and sizes to build and extend a dynamic, advertising supported mobile web presence. Launched in 2006, the company has received financing from Highland Capital Partners and Globespan Capital Partners.

## the search

Andrew Miller serves as the Chief Executive Officer of Quattro Wireless. He retained John Barrett, a Managing Director with the executive search consultancy of Cook Associates, Inc., to conduct a Vice President, Advertising Sales search. He states, “We had interviewed many search firms and spent a considerable amount of time looking for possible candidates on our own, all without success. John came highly recommended to me by the Recruiting Partner at Highland Capital. I connected with John right away. He understood what we were looking for and came with a Rolodex; this was important to me because I knew, given the high level of candidate we were looking for, we needed him as the industry expert.

John is extremely professional, and had a plan right off the bat. He laid out a process and time frame and totally nailed it; the process worked just as he said it would. I was impressed with the level of candidates presented and that we had access to, and the fact that John screened people very carefully to make sure we were interviewing the most appropriate executives. John’s style is that of transparency, honesty and straightforwardness. He never tried to sell us on anyone and was very consultative during the candidate selection process. John is great, and I would recommend him to anyone.”

## the result

Quattro Wireless appointed Steven Rosenblatt to the position of Vice President, Advertising Sales. In this role, Mr. Rosenblatt is responsible for driving sales of Quattro's mobile ad network, GetMobile™ Premier. Previously, he served as the Vice President, Sales for Maxim Digital, the Interactive Media, Mobile, and Broadband Division of Alpha Media Group, Inc. He had been with Alpha Media (formerly Dennis Publishing), publisher of Maxim and Blender magazines, since October 2003 where he helped build out the fast growing sales, operations and client services team. During Mr. Rosenblatt's tenure, Maxim Digital saw a four-fold increase in advertising revenue while working with companies such as Procter & Gamble, Verizon Wireless, and Anheuser Busch. His earlier career includes executive sales positions with AmericanGreetings.com and Musicvision.