

“All of Susan’s searches have been fantastic. There hasn’t been one that she didn’t do her best at. In the end, she has proven her value at a strategic level, and we consider her an important consultant to our business.” – Elizabeth Semple, Vice President, Human Resources, Eyeblaster

## the client

Founded in 1999, Eyeblaster, Inc. is the global leader in rich media ad technology and a worldwide provider of unified digital marketing solutions. The company provides interactive agencies, advertisers and publishers the first single solution to create, deliver and manage all forms of digital advertising through one powerful web dashboard. The Eyeblaster platform is the only rich media technology accepted system-wide by organizations such as AOL, MSN and Yahoo. Eyeblaster is headquartered in New York, with offices in Los Angeles, Chicago, San Francisco, Detroit, London, Barcelona, Hamburg, Tokyo, Sao Paolo and Sydney.

## the relationship

For the past several years, Eyeblaster has partnered with Susan Denison to acquire talent for their organization. As a rapidly growing, entrepreneurial company in the highly competitive and explosively growing online media technology sector, it was critical for Eyeblaster to attract executives with an appreciation for the company’s global culture and who would provide the leadership needed as the company matured and evolved.

Elizabeth Semple, Vice President, Human Resources with Eyeblaster comments, “Susan Denison is great! She is always the utmost professional and extremely personable. As an industry specialist, she provides real-time and accurate insights as to how the industry is moving. Over the years she has come to know our organization so well that I don’t have to think twice about personality fit with candidates she presents. Also, rather than pushing to fill a position, Susan is very strategic in her approach and considers the overall effect a candidate will have on our organization. She spends the time up front to really understand the position, and going through that exercise with her really makes us think about how we’re structuring the position internally and if we’re going about it the right way.

Susan is very thorough and honest in representing the client company as well as the candidate’s interest in the position. She has a traditional style to the search process which I appreciate. This includes proper research and complete write-ups on candidates. Finally, it’s about quality candidates. If you work for an organization that churns as fast as we do, we need to see a list of four to five candidates and know that our finalist is in there. Every candidate we’ve met has been superb.”

## the result

“All of Susan’s searches have been fantastic. There hasn’t been one that she didn’t do her best at. In the end, she has proven her value at a strategic level, and we consider her an important consultant to our business,” concluded Ms. Semple. Susan’s strategic relationship with Eyeblaster has included the successful completion of the following assignments: General Manager, North America; Vice President, Account Services; Vice President, Business Development; Vice President, Human Resources; Vice President, Media Development; Vice President, Marketing; and Director, Marketing.