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## the client

SIRIUS is changing the way people listen to music, sports, news, and entertainment. Operating from its corporate headquarters in New York City's Rockefeller Center, SIRIUS broadcasts over 130 digital-quality channels, including 69 channels of 100% commercial-free music, plus exclusive channels of sports, news, talk, entertainment, traffic, weather and data. Branded as "the best radio on radio", this publicly traded digital audio and entertainment company (NASDAQ:SIRI) is one of only two FCC licenses to deliver satellite radio programming.

## the relationship

Mary Pat Ryan, who formerly served as both Executive Vice President, Marketing and Executive Vice President, Subscriber Sales & Operations for SIRIUS Satellite Radio, speaks very highly of Susan Denison. She notes, "I've known Susan since her days as an executive with Showtime. She is intelligent, trustworthy, direct in her approach, and very experienced. When she made the move to the executive search industry, I was serving as the Executive Vice President, Marketing for USSB. I didn't hesitate to retain her when the time came to build out my marketing and corporate communications staff. I continued to partner with her when I joined SIRIUS.

Susan is a seasoned business executive. Her hands-on operating experience provides a value to my organization which transcends that of a typical executive recruiter. She takes on the role of a true business advisor and has helped me assess the structure of my department, understanding its strengths and weaknesses. This analysis along with her personal insights make for a credible process that keeps me informed and prepared. Really, Susan makes me look better as an executive to my senior management.

At SIRIUS, she partnered with me on our search for a Vice President, Subscriber Retention and a subsequent search for my replacement as Senior Vice President, Subscriber Sales & Operations – an assignment that was personally important to me. She kept things on track and organized, and was very attentive to the operation of the search process."

## the result

"Susan proved to have a full understanding of our business and its needs, she accurately assessed candidates, and she delivered. Her intimate knowledge of the industry meant that she knew the talent I'd need to be successful so everything I had hoped for in my searches and in the executives hired came true," concludes Ms. Ryan.

Susan successfully recruited Vance LaVelle to succeed Ms. Ryan as a Senior Vice President, Subscriber Sales & Operations at SIRIUS. Most recently, Ms. LaVelle was Chief Marketing Officer at PNC Financial Services Group. Previously, she was Senior Vice President, Marketing for Chase Manhattan, North America. Ms. LaVelle started her career at AT&T/Lucent Technologies where she had general management and marketing roles across a number of business segments.