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## the client

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Brainshark is the leading provider of on-demand rich-media solutions that enable companies, government, and individuals to communicate critical knowledge quickly and consistently. Their technology empowers people to create, manage, and share on-demand presentations that combine voice, visuals, and documents for high-impact viewing anytime, anywhere. Providing secure, enterprise-class applications for today’s global organizations as well as cost-effective, flexible solutions for the small businessperson, Brainshark is the solution of choice for any organization focused on increasing revenue and reducing costs through faster and more effective communications.

## the search

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Poised for its next critical stage of growth, Brainshark was looking for a Vice President, Engineering with experience in a fast-growth environment, strong product development skills, and who embodied necessary leadership qualities. Joe Gustafson, CEO of Brainshark, commented, “I was confident that Seth Harris and his team would do the best job on our search. They proved a deep experience within our industry and an understanding of the engineering function. Beyond that, Seth took the time to truly understand our company and what we were trying to accomplish. He took our business objectives into consideration as he assessed candidates, and I found that our conversations around the right fit became strategic to the business versus simply being at the transactional level. The search process itself was well-organized and methodical, and our search team communicated with us frequently. In the end, we found the right candidate.”

## the result

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Arnie Greenfield was named CTO & Vice President, Engineering at Brainshark. With 20 years of experience in product development for industry leading high-tech companies, Arnie will oversee Brainshark’s product development activities and technical direction. Prior to Brainshark, Arnie was the Vice President, Engineering at Eleven Technology where he led the development of next generation handheld software for the Consumer Packaged Goods industry. The software changed the industry model by facilitating increased sales rather than just recording accounting results, and resulted in consecutive years of 100% revenue growth for Eleven. Arnie earlier served as Vice President, Engineering at Segue Software, a global provider of software optimization solutions, and before that was Director, Development at Primavera Systems. Both companies’ revenues rose by more than 300% during his tenure. Arnie holds a PhD, Decision Sciences from The Wharton School at the University of Pennsylvania and is the author of multiple published technical papers.