

Independent Board Member

Company X

Westport, CT

Investors: Firm Y

THE COMPANY

Backed by leading private equity firm Z, Company X is three years into a five year effort to capitalize on its leadership position within the customer insights sector. The company has historically been the first call when elite brands have needed to conduct focus groups and qual/quant research. Today, Company X has built (and acquired) technology to offer a full platform solution for leading brands to drive insight and analytics around: brand awareness/positioning, customer engagement, product development, and employee satisfaction. With revenues approaching \$120M, and a blue chip customer base, Company X is poised to dramatically scale over the next 24 months. Company X delivers everything needed to collect deep insights into customers, to engage with content and assets and to understand true outcomes. The platform includes recently acquired Company B, a mobilefriendly, online survey and reporting solution used by professionals who need to execute sophisticated quantitative research.

The full Company X platform has three core offerings:

1. Survey tools & Reporting: Proprietary SaaS software platform featuring “DIY” tools for survey programming and real-time reporting.

2. Digital Qual & Live Video: Live Video platform and supporting services critical for in-facility and remote interviews. Platform includes products for immersive communities, and in-environment consumer experience analysis.

3. Video Insights Platform: Video platform to help customer understand data, insights, and analytics.

As companies become increasingly dependent on data to drive marketing and product decisions, Company X provides the critical link between customers and brands; delivering customer data powering hundreds of leading brands including: Netflix, Walmart, Coca-Cola, J&J, Pinterest, Adobe, Microsoft, Wells Fargo and Chevrolet. Now with an end-to-end solution and refined operational execution, Company X is poised for rapid growth. The company is seeking a world class sales and marketing leader to drive all aspects of the go-to-market function.

ROLES AND RESPONSIBILITIES

- Assist the Board in setting the corporate strategy and thereafter monitoring (KPIs) and the implementation of that strategy by sharing relevant knowledge, experience, and providing an impartial outsider’s perspective.
- Ensure that the company and Board meet all appropriate fiduciary and regulatory responsibilities.

- As appropriate, represent the Company to investors, governments, regulatory authorities, the media, shareholders, and the general public.

PROFESSIONAL QUALIFICATIONS

- A recognizable executive that will bring high credibility to the Company.
- Growth experience (\$100-500m) within a private equity environment is desired.
- Domain experience is a plus.

PERSONAL CHARACTERISTICS

- Strong chemistry with existing Board and Leadership team
- Standard of integrity beyond reproach
- Commitment to direct and candid communication
- Desire to add value as a Board Member