

# searchlight<sup>®</sup> | EXECUTIVE

EXECUTIVE SEARCH FOR THE MEDIA & ENTERTAINMENT INDUSTRY



# ABOUT US

**Our purpose is to provide top-class search services to all sectors of the media and entertainment industries by delivering an excellent level of service to our clients, and providing support and guidance to our candidates.**

**At the heart of what we do are our company values. In every interaction, you can expect us to be honest, respectful and results-oriented.**

**Our reputation is important to us and is best measured by the amount of repeat work and referrals we receive. Currently in excess of 60% is repeat business and a further 15% are referrals. We never cold call.**

## Sectors

- Broadcast
- Film
- Content Distribution
- Digital Media and Mobile
- Licensing
- Home Entertainment
- Production
- Post Production
- Corporate Communications
- Live Events
- Games / Interactive
- Music

## Job Functions

- Sales
- Marketing & Publicity
- Operations
- Channel Management
- General Management
- Event Management
- Production
- Creative
- Engineering & Technical
- Legal & Business Affairs
- Finance & Accounting



**Searchlight fills permanent, contract, temporary and freelance roles at all levels.**

**Searchlight Executive is a division of Searchlight. Find us at: [www.searchlight.com](http://www.searchlight.com)**



# WHO ARE WE?



## **CATHY ALFORD** **MANAGING DIRECTOR**

**Cathy is the managing director of Searchlight. Under her guidance, Searchlight has become one of the leading providers of recruitment and executive search services to the media and entertainment industries.**

**Her focus is on senior level appointments across all functions and her client base includes both UK and international businesses in the film, television, digital media, communications and live event sectors.**

**Prior to joining Searchlight, she was business manager at the BBC, negotiating and agreeing factual production budgets on behalf of the BBC1 and BBC2 commissioners. She was initially brought in to the corporation to help change BBC Post Production into a commercial, outward-facing, client-focussed business.**

**Having managed large, multiple-site teams of creative, operational and commercial staff and a significant P&L, Cathy has the skills and experience to deliver on cross-functional senior placements.**



## **MATTHEW BUNKELL** **RESEARCH ASSOCIATE**

**Matthew is a graduate in Creative and Professional Writing, and has a great passion for film criticism and the media industry in general.**

**Having worked within the cinema business for the last three years, he has developed extensive skills in research and analytics.**

**Matthew assists our Searchlight Executive team with candidate research and resourcing.**

# WHO DO WE WORK FOR?

Our clients include:

A+E NETWORKS



# EXAMPLE PLACEMENTS

## **EVP International Sales**

Studio Canal

## **Finance Director**

Content Media

## **Head of Strategy**

Avalon

## **Head of Marketing**

NBC Universal

## **Head of Brand Partnerships,**

FremantleMedia

## **Managing Director**

DMS

## **Creative Director**

Disney

## **Head of Media**

Royal Opera House

## **Affiliate Sales Director**

NBC Universal

## **VP Development**

Frantic Films

## **Animation Director**

ROVIO

## **Global Head of Music**

Audio Network

## **Head of Business Development**

ITV

## **Senior Acquisitions Executive**

BT TV

## **VP Entertainment**

Zodiak

## **Marketing Director**

IMAX

## **Executive Producer**

FremantleMedia

## **VP Sales**

Reel One Distribution

## **Editor**

News, London Live

## **Head of Drama Development**

Contentlab

## **Financial Controller**

Rocket Pictures

## **Director, Home Ent Sales**

Metrodome

## **Strategy Manager**

BT TV & BT Sport

## **Production Director**

Viacom

## **VP Events**

FremantleMedia

## **Director of Promotions**

Avalon

## **Head of Digital**

Really Useful Company

## **Finance Director**

Prescience

## **Sales Director**

Warner Bros

## **Marketing Director**

Arts Alliance Media

## **Commercial Director**

TwoFour54

## **General Manager**

Entertainment Film Distributors

## **Creative Development Director**

BBC



# CASE STUDY 1

**Client: MAJOR INTERNATIONAL DISTRIBUTOR**

**Position: SVP SALES**

**Our client, a global production and distribution company, was planning to create a new division with the purpose of selling TV drama series around the world.**

## Brief

Searchlight has worked with this client since 2009, and has filled numerous positions in their UK and Berlin offices.

The company approached Searchlight with the brief to search for a senior, highly experienced TV sales professional to set up and lead the new division. Candidates needed to have both European and US sales experience, a strong background in drama, and the skills to build a team based in a number of international offices. The position could be based in either London or Munich.

## Approach

Given the unique skill set required and the international nature of the role, Searchlight mapped

all TV distribution companies across the UK and Europe to ensure all potential contenders had been identified.

Names were sourced via our extensive candidate database, using our deep referral channels within the industry, and by active headhunting.

An initial long list of over 200 names was whittled down to a shortlist of 20, who were all interviewed to understand their skills, experience and motivation.

A final 10 were presented to the client.

## OUTCOME

**Searchlight successfully filled the position, and the new SVP was announced shortly thereafter.**



# CASE STUDY 2

**Client: TALENT MANAGEMENT & LIVE EVENTS COMPANY**

**Position: DIRECTOR OF PROMOTIONS**

**This client specialises in live artist bookings and provides the best acts for event programming and performances as well as PR, online and marketing services. After recently opening up offices in the US, the company was looking to appoint a new director of promotions who would continue to look after their existing live promotion business, and to actively develop new live business opportunities in both the UK and US across all tours/ live events and live TV spin offs.**

## **Brief**

Having worked with this company for over 10 years, Searchlight Executive was hired to work exclusively on the search. We were tasked with identifying appropriate candidates in both the UK and US working for their competitors and from other relevant companies (e.g. from the music industry).

## **Approach**

Aside from using our database and social channels we also relied heavily on our network of UK and international contacts to help us map the talent management industries in both the UK and US.

In order to comply with immigrant recruitment rulings, we also advertised in the UK on specific industry websites and job centres for over one month to ensure that we had covered the domestic market.

After a thorough search, we submitted a long list of names and advised the client on narrowing this down to five people to interview.

## **OUTCOME**

**A US national was eventually offered the position so we assisted the company in obtaining a visa for the candidate. We introduced them to our own contact at PACT who advised them on the legal process and the visa was subsequently granted. Since joining them, our placement has doubled the turnover of the promotions business for the company.**



# CASE STUDY 3

**Client: VIDEO GAME DISTRIBUTOR & DEVELOPER**

**Position: ANIMATION DIRECTOR**

**Our client, who are the creator of a globally successful gaming franchise, retained Searchlight Executive to find an animation director to join their animation studio in Finland.**

## **Brief**

With extensive experience in hiring roles internationally, Searchlight Executive was well placed to take on this search.

The brief was challenging as they required someone with a studio background from either the UK or US who would lead all project teams in the production of animated shorts and long term feature films for them.

## **Approach**

Searchlight mapped all of the animation studios in both the UK and US to ensure that all potential contenders had been identified. We successfully identified all the key players that fitted the client's criteria and reached out to everyone who we thought may be appropriate.

With scheduled weekly conference calls with the company heads in Finland, we worked collaboratively with them and eventually submitted an initial long list of 20 candidates who we had spoken to at length about the opportunity, and who had subsequently expressed an interest in it.

A shortlist of six people were interviewed, and two were consequently flown over for final interview.

## **OUTCOME**

**Searchlight successfully placed an extremely high profile animation director from a leading US animation studio, who subsequently relocated to Finland with their family.**

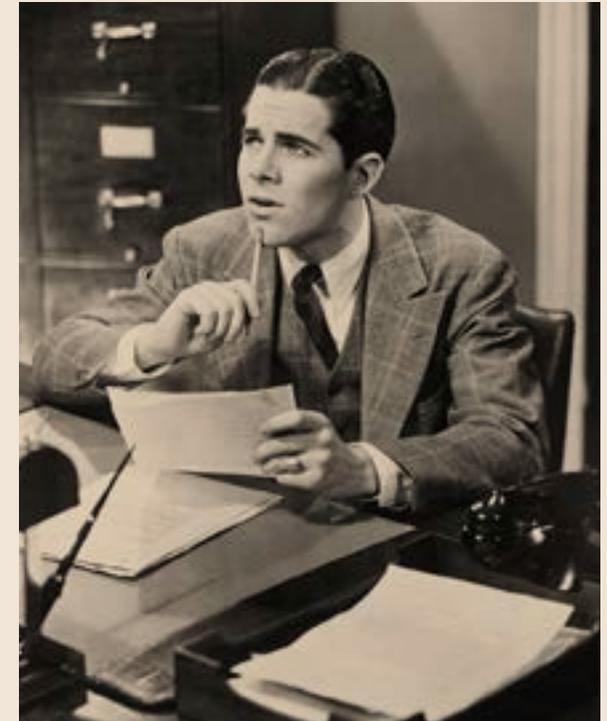


# WHY SEARCHLIGHT EXECUTIVE?

**When it comes to hiring, we realise it's tempting to 'do it yourself' and call those reliable old names in your address book. But it all takes time and while you may well find someone who can do the job, there's no guarantee you've found the best person.**

Searchlight Executive is able to attract a wider talent pool than you could possibly do yourself, and ultimately give you the peace of mind that comes from knowing there's no better person for the job.

- Unparalleled access to a vast network of top media talent
- Superb track record in filling senior positions within the media & entertainments industry
- In depth understanding of the sector
- Quick turnaround – with uncompromising quality
- Success with challenging, complex searches
- Experienced in international search using our affiliate companies around the world
- Competitive fee structure
- 12 week refund period

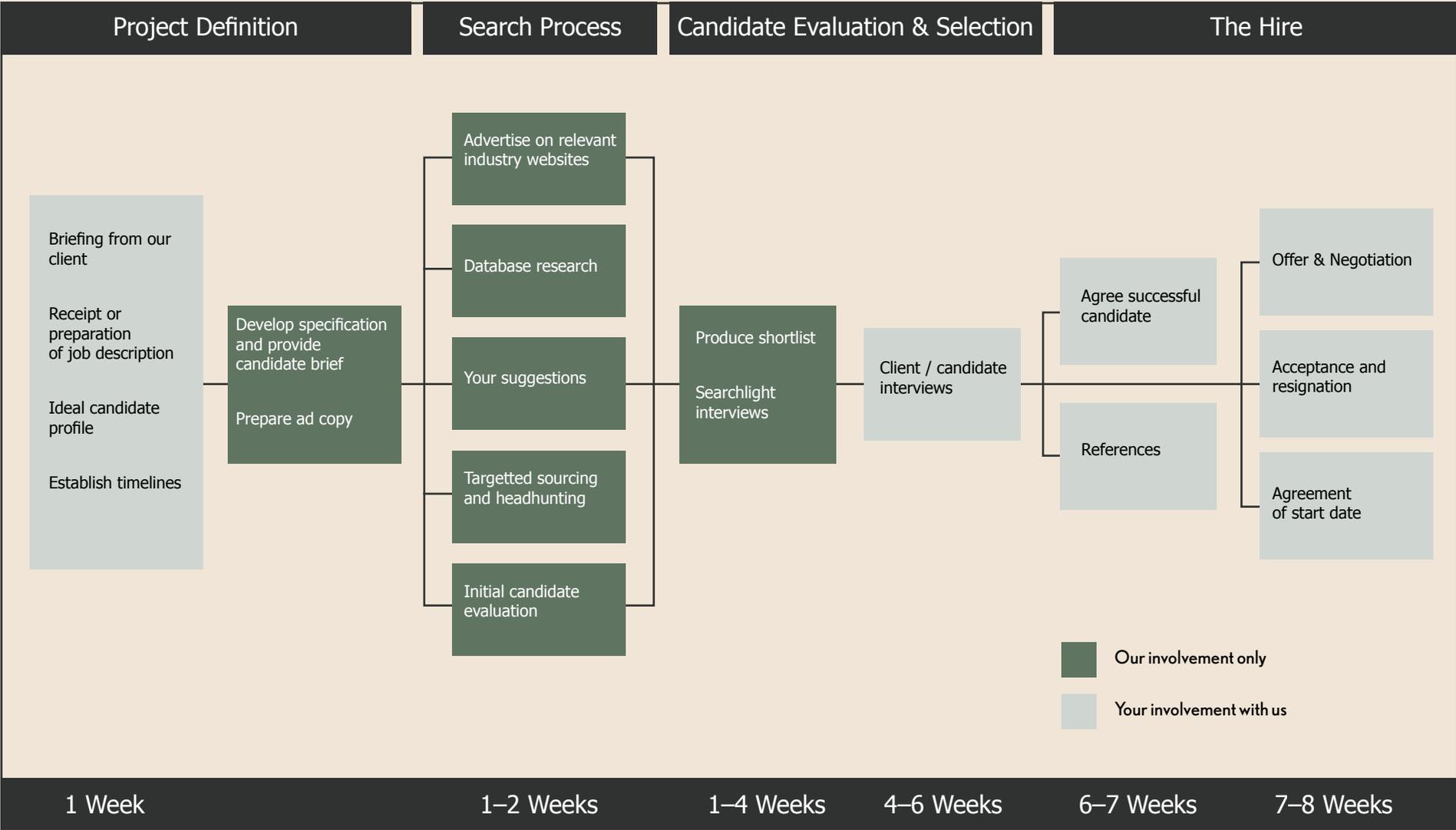


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# HOW WE WORK



# WHAT OUR CLIENTS SAY ABOUT US

## "SEARCHLIGHT TAKE THE TIME TO UNDERSTAND A BUSINESS"

Searchlight Executive take the time to understand a business, prioritize the employer's objectives and consider the cultural dynamics involved. Searchlight Executive have worked with Audio Network for a number of years now, and have also helped us with international recruitment in both the UK, US and Europe.

**Executive Vice President, Audio Network US & Canada, Audio Network**

audio  
network

## "WITH SEARCHLIGHT'S HELP WE QUICKLY FOUND EXACTLY THE RIGHT NEW MEMBER FOR OUR TEAM"

We needed to fill a complicated but business critical senior role within our team. After months of fruitless searches elsewhere, we contacted Searchlight Executive who showed a real understanding of our needs, and swiftly provided us with an exceptional shortlist of candidates. With their help, we quickly found exactly the right new member for our team. Working with Searchlight Executive was an incredibly rewarding experience and they are now my sole resource for our senior recruitment needs. **Agency Director, LipSync**

LIPSYNC



# WHAT OUR CLIENTS SAY ABOUT US

"I HAVE ALWAYS FOUND THEM TO BE PROFESSIONAL AND PERSONABLE"

Finding the right staff who understand our business and have the right skills to continue to move it forward is always challenging. I have worked with Searchlight Executive for over seven years, and they always deliver.

I have used their expertise to secure my own role and then in turn using them to hire staff members for my team. I have always found them to be professional and personable and would be happy to recommend their services as both a candidate and client. **Chief Financial Officer, Zodiak Media**



"SEARCHLIGHT EXECUTIVE DEMONSTRATE THE ABILITY TO BE CREATIVE WHEN THE BRIEF IS DIFFICULT TO FILL"

I've had the pleasure of working with Searchlight Executive a number of times. Not only are they a delight to work with, but they deliver strong, vetted candidates that fit the brief. Searchlight Executive also demonstrates the ability to be creative when the brief is difficult to fill. **SVP of Distribution and Business Development: Western Europe, AMC Networks International**



TO FIND OUT MORE ABOUT SEARCHLIGHT EXECUTIVE

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