

*Tactics to stay on executive recruiters' radars;  
insights and suggestions on how you might  
achieve this, in order to increase your chances  
of getting called first when the right executive  
role comes up.*

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Shawn Rutter

Founder, Excelsior Search.

# An introduction to Shawn Rutter

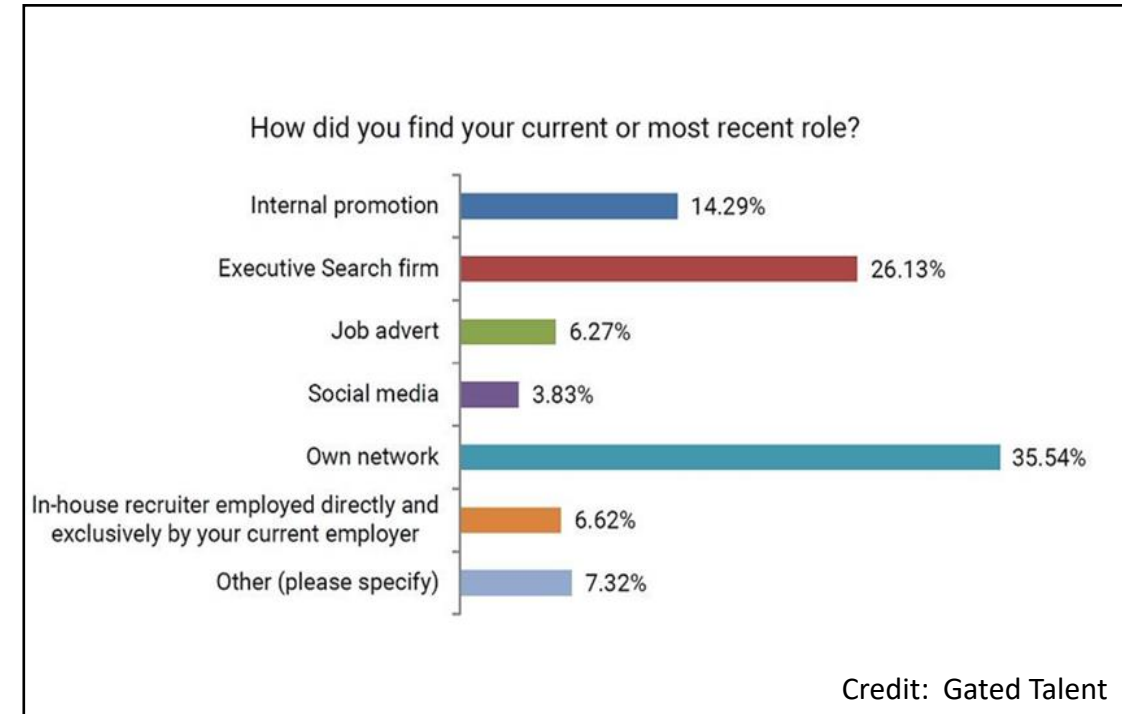
- I'm from the UK.
- University, British Army Officer, search firm MRI International, founded Excelsior Search in 1999.
- Excelsior, boutique head-hunters for financial markets technology, data & research providers (FinTech).
- C Suite down, across general management, sales, professional services, product development.
- International - Americas, EMEA & APAC.



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# Staying of the radar of executive recruiters

- Over a quarter of roles filled by executive search.
- Important whether you are actively looking or not.
- Active and/or passive strategies required.
- Don't stop when secure a role.
- How many times on the past couple of years have you been approached by executive recruiter?
- Get on the radar and stay there.



# Ensure your collateral is on point

- CV (aka resume) and LinkedIn profile.
- Keep upto date.
- First impressions count.
- Relevancy & quality.
  - Relevancy (optimization, company, role).
  - Quality (successes clear)



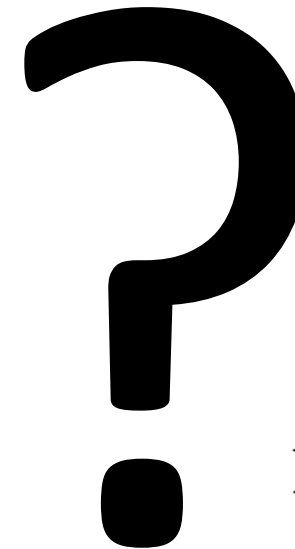
# Online footprint - Be found

- LinkedIn, Xing, Gated Talent.
- Twitter, Instagram, Facebook, Youtube.
- Company branding assets / thought leadership opportunities – press releases, industry articles, speaking, events, webinars, industry groups.
- There's no point being the best kept secret.



# Executive Recruiters – **Identify**, introduce, maintain

- **IDENTIFY** the right executive recruiters for you.
- 3 areas:
  - Industry.
  - Geography.
  - Role.
- Identify companies > then search consultants & researchers.
- “Don’t put all your eggs in one basket”.



# Executive Recruiters – Identify, **introduce**, maintain

- **INTRODUCE – putting yourself on their radar (whether actively looking or not).**
- Multiple touch points – email, phone, LinkedIn, mutual connection referral.
- Introduce but don't sell. Job status, expertise, CV/LinkedIn profile, role, ask for a call/meeting.
- Never miss an executive recruiters' call.



# Executive Recruiters – Identify, introduce, **maintain**

- **MAINTAIN radar presence.**
- Social interaction.
- Email / LinkedIn messages.
  - Industry information / insight.
  - Your LinkedIn article / post.
  - Help with referrals.
  - Role openings.
  - Podcast / webinar interview.
  - Updated CV.
- Increased personal brand awareness keeps you on radars!





# The End - Tactics to stay on executive recruiters' radars;

- **Active** and **passive** strategies – can ramp up or down as needed.
- Ensure collateral (CV, LinkedIn) is on point and optimized – and oozes **relevancy & quality**.
- Online footprint (passive).
- Executive recruiters (actively get on, then stay on their radars);
  - Identify
  - Introduce
  - Maintain
- Not an overnight process.



# Thankyou for listening.

## Any questions?





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