

## BOYDEN'S CHERYL SMITH BRYAN TO SPEAK AT EXECUTIVE SEARCH SUMMET 2008

### – Search Firm Leaders to Explore New Ways of Looking at Firm Performance and Client Value –

**NEW YORK** – A shift in client value expectations has changed the way Executive Search firms measure their effectiveness and long-term competitiveness. The last 10 years have elevated the search profession, which is now a fully developed industry. As such, while clients increase their search expenditures, they also more closely manage executive search's value proposition.

On October 20-21, those individuals most responsible for the success of the search firm will join at the Princeton Club in New York for Kennedy Information's 8th annual gathering of search leadership, the Executive Search Summit 2008.

Cheryl Smith Bryan, Leader of Boyden's Global HR Practice and Managing Director in Houston, will be moderating a panel discussion, "*Spotlight on Energy and Infrastructure: A Search Challenge Case Study.*" While common denominators impact across search industry sectors (the general talent shortage, expectations fostered by SOX, generational shifts, etc.) individual industries also face their own special challenges. This session will look at Energy and Infrastructure, drawing upon the real-world experiences and perspectives of experts from both the search and client sides of the market.

In Energy and Infrastructure, the demand for leadership is especially acute as America's energy crisis roils markets and providers, and the nation's infrastructure continues to deteriorate. This sea-change has necessitated new ways of looking at performance metrics, both from the client perspective, and how the strengths and weaknesses of the search practice are measured.

Globalization has created the need for a new kind of candidate – one with global perspectives in their experiences, thinking and interactions. Yet, the Energy and Infrastructure industries continue to struggle as technical skills, knowledge, and brand identifiers create a scarcity of candidates.

Join these industry professionals as they explore the challenges and solutions that are working in these environments today, and that offer promise for the future. Regardless of the industry verticals your firm serves, the lessons learned will impact your practice for years to come. [Cheryl Smith Bryan](#), Managing Director, Boyden Houston, is joined by panelists, [Mykel Ziolo](#), Senior Vice President, E & P Organizational Effectiveness & Strategic Staffing, Hess; [Al Escher](#), Head of Schlumberger Business Consulting in North and South America, Schlumberger; [Susan Gray](#), Division Director, Macquarie Capital

Additional details and registration information on Executive Search Summit 2008 is available by calling Kennedy Information at 800-531-0007 or at the Summit web site, [www.KennedyInfo.com/ESS](http://www.KennedyInfo.com/ESS).

### **About Kennedy Information**

Kennedy Information is the leading research and events firm serving the Executive Recruiting profession. Its research studies include Compensation in Executive Search, Fees in the Executive Search Industry, The Executive Recruiting Landscape and Marketing Best Practices in Executive Search.

The firm also publishes the industry's flagship newsletter, Executive Recruiter News and The Directory of Executive Recruiters, the largest and most complete executive recruiter database in the world. Kennedy Information provides additional information and services to executive search professionals through its web site, [www.KennedyInfo.com](http://www.KennedyInfo.com).

Kennedy Information is a BNA company, a leading publisher of specialized news and analysis products for professionals in business and government. Kennedy Information is based in Peterborough, New Hampshire.

### **About Boyden World Corporation**

Boyden is a global leader in the executive search industry with more than 70 offices in 40 countries.

Founded in 1946, Boyden specializes in high level executive search, Interim Management and Human Capital consulting across a broad spectrum of industries. For further information, visit the firm's website at [www.boyden.com](http://www.boyden.com).

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