



Ropella360

A catalyst for connection

OPPORTUNITY MARKETING PIECE

> Business Development Representative

Location: Milton, FL





> About Ropella 360

Ropella 360 is a faith-based and family-first business that takes pride in supporting and helping its team succeed. For 35+ years, this company has been a world-leading executive search firm specializing in the chemical, consumer products, and technology industries. Our clients are typically C-suite leaders (and their direct reports), as well board members and the private equity & family office investors who support our client's growth. Headquartered in Milton (Northwest Florida) near the most coveted "vacation" beaches in the U.S., Ropella employs more than 40 people internationally and continues to expand. Ropella has been honored for excellence (by industry professionals) and won many awards, including the "Super Qualified Target Industry Incentive Award," "People's Choice Award of Northwest Florida," and ranked #4 on "The Top 20 Companies for Working Families."

Quick Facts

Patrick Ropella
Founder & Chairman

1987
Founded

Milton, Florida
Headquarters

40+ Employees

ropella360.com



About Executive Search and Consulting

Take the Delays and Frustrations out of Hiring Hard-to-Reach Executives.

Ropella 360 has been helping companies grow and prosper by developing our most important competitive advantage — smart, capable people — for more than 35 years. We excel at finding those select few candidates with the right skills, qualifications, background and management style that fit our clients' compensation parameters and are ready to relocate.

The need for effective executive search is becoming ever more valuable. Increased competition, technology and globalization are all driving the demand for talented people.

Ropella 360 is ready to meet this challenge. We've created the world's largest database of individuals working in the chemical and related industries and continue to expand our team of consultants.

Insider Advantages



Personal Relationships



Industry Immersion



Global Network



The SMART Search SystemSM



The Recruitment Process At Ropella 360

Ropella 360 attributes its success to our proprietary 12-step recruitment process: The SMART Search SystemSM. The SMART Search SystemSM has revolutionized hiring in the same way Six Sigma revolutionized manufacturing, driving quality and speed of recruitment.

Through the SMART Search SystemSM, Ropella provides clients — including major companies such as Nike, BASF, Benjamin Moore, Bite Beauty (Louis Vuitton Moët Hennessy), Duracell and Tate & Lyle — with precise and predictable hiring results unparalleled within the search industry.



SMARTSM Search System

Recruit smarter. Not harder.

Ropella 360 has invested more than 35 years researching best practices, developing our own tools and continuously improving our SMART Search SystemSM. We provide our clients with precise and predictable hiring results unparalleled in the search industry.

Stage 1 | SMART Strategy and Launch

- 1**  **Aligning Expectations**
Before taking on a new assignment, Ropella aligns expectations to ensure we're partnering efficiently and effectively. We discuss the hiring process, evaluate the research needed, and review the overall search strategy within the hiring team.

- 2**  **Search Strategy Conference**
To ensure that Ropella presents your opportunity effectively, we conduct a comprehensive Search Strategy Conference to discover critical company information (its cultural dynamics and management style), the available position, and key strategic opportunities/issues you wish to capture (or resolve). We identify the preferred companies and best titles to target (with our strategic research partner Xcavate), ensuring that best-in-class information research methods are being utilized to uncover those highly coveted, passive, A-player candidates.

- 3**  **Opportunity Marketing Piece**
Our team designs a custom-created Opportunity Marketing Piece that is used to attract the best passive candidates. This comprehensive 6- to-12-page pitch book promotes your companies most attractive features (i.e., products, markets, culture description, management style, position description, and location overview).

- 4**  **Skills Survey**
We create a custom skills and experiences application based on the must-haves for your opportunity. This allows us to identify and select the most qualified "A" and "B" candidates for submission ("C" candidates are set aside to avoid wasted time).

- 5**  **Scorecard**
All candidates are thoughtfully screened during the interview process and assessed based on skills and experience, cultural dynamics, management style, compensation, and relocation fit.

- 6**  **Assessments**
We assess past performance (as well as corporate and team cultural fit) with various personality, communications, and leadership-style profiling tools. We also offer pre-hire, function-specific assessment tools, and on-the-job testing exercises.

Stage 2 | SMART Recruiting and Interviewing

- 7**  **Recruiting**
 Comprehensive recruiting campaigns are conducted to source, target, and recruit the highly-qualified, passive candidates. Top selections are then submitted for interviews, as we cultivate relationships between our clients and candidates.

- 8**  **Interviews**
 As you interview and evaluate the first slate of candidates, Ropella continues to recruit and build an additional slate of optional candidates (preventing momentum loss and unnecessary delays).

- 9**  **Candidate Interview Debrief**
 After each interview, we debrief with candidates to ensure the opportunity continues to be the right fit for their career.

- 10**  **Hiring Team Debrief**
 After each interview, we debrief with the hiring team to discuss candidates as we continue to move through the interview and final selection stages.

Stage 3 | SMART Hiring and Onboarding

- 11**  **References and Background Checks**
 We offer a variety of reference-checking options. Harver is a unique and highly productive web-based tool we prefer to use on most searches.

- 12**  **Compensation Benefits and Relocation Assessment**
 Ropella's proprietary Compensation Comparison Calculator compiles a variety of complex earning factors into a concise Offer Strategy Summary, thus ensuring that clients don't lose the perfect candidate to any other counteroffers (or competitors)..



Learn more about the SMART Search SystemSM
 at ropella360.com/smartsearchsystem





COMPANY CULTURE

Ropella 360 Culture and Values

Joining Ropella 360 is less like starting a new job and more like being welcomed as the newest member of a tight-knit family.

Productivity is the result of investing in people: each team member is celebrated for their unique role in building the company's success. Ropella makes hires based on culture—not credentials (skills can be learned, unlike someone's character and attitude). Our firm encourages a healthy work-life balance and positive company comradery. On campus, you'll often find our team participating in group sports, cookouts, or organizing other fun company events.

Ropella is all about developing people, celebrating their successes, and creating meaningful promotions to help us thrive. The firm's challenging yet rewarding work environment offers different company incentives (bonuses, trips, lunch, etc.) to meet goals and competitive health benefits (life, vision, dental), as well as an outstanding PTO package.



Painting
With a Twist



Habitat
for Humanity



Annual
Christmas Party

Ropella knows FUN is a vital investment—that's why we facilitate social connections among our team members.

Ropella 360 Team Total Rewards

Ropella 360 is well regarded for exceling at offering our team members developmental opportunities to expand and progress in their career paths. By winning Families Count “**Employees Choice Award**” and “**Top 20 Companies For Working Families**” Ropella has been recognized as a dynamic/fun company to work for and a great place to call home.

Recognition Rewards

- Promotion Opportunities
- Appreciation and Status
- Meaningful and Challenging Work
- Learning and Development Programs
- Team Culture and Charitable Events
- Work Life Balance

Cash Compensation

- Competitive Salaries
- Bonus Incentives
- 401k
- ESOP
- Competitive PTO Package
- Health, Dental & Vision Insurance



Empowering People To Transform Lives

Ropella Core Values



I love the camaraderie between each of the teams. We work together with really great people who lift each other up and no one team is more important than the other, we're all working together to complete the same goals. And the goals that we have are getting to impact so many lives with the opportunities that we fill and the people we place in amazing roles!



Elise Brassell
Campaign Coordinator

Hiring Team



in Patrick Ropella
Founder & Chairman

Patrick Ropella is the Chairman and Founder of The Ropella Group (now Ropella 360). Under his leadership, Ropella has transformed into a leading global executive search firm that has revolutionized recruiting through the propriety SmartSearch® System, providing organizations with unparalleled quality and precise hiring results.

Patrick has more than 35 years of experience in executive search across many industry sectors, including C-suite and Board level, PE (and VC) backed firms, and family office investors. He places candidates that are “best-fit” and ready to drive maximum impact. Ropella clients include the following: Origin Materials, General Electric, DOW, BASF, Georgia Pacific, SONY, Nike, Clorox, Pfizer, PPG, Revlon, Baxter Labs, TE Connectivity Ltd., Johnson & Johnson, Shell, Sherwin Williams, and many more.

Patrick is the author of *The Right Hire*, which gives proven principles and strategies to identify, attract, motivate, and measure talent in any field. He writes regular content that focuses on best hiring practices, recognizing high-impact leadership, and career transition. His C-suite and investor insights are featured in a long list of industry publications worldwide.



in Christian Hogue
Chief Commercial Officer

Christian Hogue is the Chief Commercial Officer (CCO) for Ropella 360. He has played a formative role in reshaping how Ropella engages with new industry partners. Christian’s enthusiasm about living Ropella 360’s core values is seen both in his interactions with industry partners and office colleagues. As a business development leader, Christian actively promotes company culture through organized sports and extracurricular activities.

Christian holds a Bachelor of Science in Mechanical Engineering and a Masters of Business Administration from the University of West Florida. In his downtime, Christian enjoys spending time fishing and diving in the Gulf of Mexico.



Meet The Whole Ropella 360 Team!

Learn more about the different roles the Ropella team members play at ropella360.com/ourteam

Business Development Representative

Ropella 360 is looking for a Business Development Representative that will build market position and facilitate business opportunities by locating, developing, defining and closing new client relationships.

Accountabilities

- Making “Gold Calls” to the Sr. Executives within the Global Chemical, Allied and other Technology Industries within an assigned geographic region:
- “Gold Calls” are calls to individuals that are recipients of our marketing materials, i.e., Snail Mail Marketing and E-mail Marketing.
- The Targets of the “Gold Calls” include the Sr. Executives within the Global Chemical, Allied and Technology Industries (Order of Preference: CEO’s, Presidents, Vice Presidents, and Directors), and the HR Executives within the Global Chemical and Technology Industry (Order of Preference: VP of HR, Dir. of HR, and HR Managers).
- Taking new leads that come through Publications, ESC’s, Trade Shows, etc. and pursuing them for scheduling retained search presentations.
- Identify trendsetter ideas by researching industry and related events, such as:
- Looking for companies announcing growth, i.e., creating new divisions, expanding existing divisions, etc.
- Reviewing Classified Ads in industry publications for specific opportunities.
- Looking for Executives that are being promoted within their existing company or moving to new organizations into a management role.
- Working in conjunction with Ropella Media to ensure that the proper people are being “touched” with our marketing campaigns (E-mail Marketing, Snail Mail Marketing, Industry Publication Adv’s, and Trade Show Adv’s).
- Attending Trade Shows/Conferences, Industry Association meetings, and other networking functions that could result in potential new business opportunities.
- Maintaining a well-defined “tickler” file:
- File should include 50 plus fresh contacts each day for calling.
- Working in conjunction with Xcavate to Data Mine at the Top 30 clients' list of Career pages, as well as any job postings by a list of Top 30 clients on Monster, Career Builder, etc.
- Staying in contact with the industry job boards such as ChemPharma, ICIS, etc.
- Keep abreast of changes in the marketplace, both in terms of potential business development activities and general marketplace trends and news.
- Update job/industry knowledge by participating in educational opportunities; professional publications; maintaining personal networks; participating in professional organizations

Qualifications

- College degree required, graduate degree desired.
- Minimum of 5 years business experience.
- Able to prioritize and manage workload.
- Prospecting and sales planning skills.
- Motivation for sales.
- Closing skills.
- Effective spoken and written communication skills.
- Computer literate and operational.
- Strong organizational skills and detail orientation.
- Confidentiality and honesty.
- Team player.
- Strong analytic abilities.
- Professional, committed to quality service and client satisfaction.
- Demonstrated initiative, resourcefulness, and dependability.



About Milton and Northwest Florida

Nestled off Northwest Florida's beaten path, Milton is an unspoiled destination for those seeking adventure and natural beauty. As the county seat of Santa Rosa County and one of Florida's oldest cities (incorporated in 1844), Milton strikes a fine balance between small-town charm and modern urban life. The city hosts numerous events throughout the year, such as the Scratch Ankle Festival, First Friday, Bands on the Blackwater, and various art shows along the river walk.

While many visit the Emerald Coast for its white sand beaches, Santa Rosa County's crown jewel is the Blackwater River State Forest. Historic downtown Milton provides easy access to the tea-colored, sand-bottom river, offering nearly 40 miles of canoe routes. For those seeking a break from the water, the area features hiking, biking, and horseback riding trails, including a special trail for bird watchers.

Milton offers diverse shopping options, from popular chain brands to locally-owned specialty shops. Larger shopping malls can be found in nearby cities like Pensacola and Fort Walton Beach/Destin.





Established in 1559, Pensacola holds the honor of being "America's First Settlement" with a rich cultural history. Known as the "City of Five Flags," Pensacola has been ruled by Spain, France, Great Britain, the Confederate States of America, and the United States. Visitors can explore 19th-century homes, the 1832 Old Christ Church, or the Naval Aviation Museum.

Pensacola is also famous for being home to the Blue Angels, the second oldest formal flying aerobatic team globally, performing from March to November for over 10 million people. From the world's largest artificial reef to picturesque walking trails, visitors can enjoy various outdoor activities.

Pensacola hosts numerous outdoor annual festivals throughout the year, including the Crawfish Festival, FooFoo Festival, Blue Angel Homecoming Air Show, Great Gulf Coast Arts Festival, and New Year's Eve Pelican Drop. Sports fans can indulge in golf, watch the Blue Wahoos (AA affiliate of the Cincinnati Reds) or the Ice Flyers (Southern Professional Hockey League), and enjoy DII UWF Football. Art enthusiasts can explore the Saenger Theatre, Pensacola Little Theatre, Pensacola Museum of Art, Historic Pensacola Village, or Pensacola Lighthouse.

East of Pensacola lies the relaxed beach community of Navarre, nestled between Gulf Islands National Seashore and Navarre Beach County Park. This community offers solitude and simplicity, with activities such as sunbathing, swimming, picnicking, and biking along a scenic path.

A haven for avid fishermen, the Navarre Beach pier is Florida's longest fishing pier, stretching 1,545 feet. Here, visitors can spot schools of fish, stingrays, and dolphins in the crystal-clear waters. Time seems to move slower here, allowing both visitors and residents to take a break and relax.

For additional shopping and outdoor fun, the cities of Destin and Fort Walton Beach are a short distance from Navarre. These areas offer recreational fishing fleets, jet skis, parasailing, and swimming with dolphins. Destin Commons and Silver Sands Outlets provide access to national chains, a bowling alley, a movie theatre, and various restaurants.

Alternatively, Downtown Fort Walton features skate and surf shops, high-fashion boutiques, and other specialty stores to cater to every taste.

Milton, FL

Highlights and Links

CITY INFORMATION

City of Milton

miltonfl.org

City of Pensacola

cityofpensacola.com

Pensacola Official Tourism

visitpensacola.com

City of Destin

cityofdestin.com

City of Fort Walton Beach

fwb.org

Navarre

visitflorida.com/en-us/cities/navarre.html

SHOPPING

Cordova Mall

simon.com/mall/cordova-mall

Destin Commons

destincommons.com

Santa Rosa Mall

santarosamall.com

Silver Sands Factory Outlets

premiumoutlets.com/outlet/silver-sands

Grand Boulevard Town Center

grandboulevard.com

Harborwalk Village

emeraldgrande.com/harborwalk-village

ARTS & ENTERTAINMENT

Museum of Local History

santarosahistoricalsociety.com

The Milton Theatre

miltontheatre.com

Adventures Unlimited

adventuresunlimited.com

Pensacola Little Theatre

pensacolalittletheatre.com

Pensacola Saenger Theatre

pensacolasaenger.com

Pensacola Bay Center

pensacolabaycenter.com

National Naval Aviation Museum

navalaviationmuseum.org

Pensacola Museum of Art

pensacolamuseum.org

Emerald Coast Science Center

ecscience.org

Pensacola Lighthouse and Museum

pensacolalighthouse.org

SPORTS

Pensacola Ice Flyers

pensacolaiceflyers.com

Pensacola Blue Wahoos

milb.com/pensacola

UWF Argonauts Football

goargos.com

NEWS

Santa Rosa's Press Gazette

srpressgazette.com

Pensacola News Journal

pnj.com

WEAR-TV

weartv.com

Northwest Florida Daily News

nwfdailynews.com

EDUCATION

Santa Rosa County School District

santarosa.k12.fl.us

Escambia County School District

ecsd-fl.schoolloop.com

Pensacola State College

pensacolastate.edu

Northwest Florida State College

nwfsc.edu

University of West Florida

uwf.edu

REALTY

Zillow

zillow.com/milton-fl

Trulia

trulia.com/FL/Milton