CASE STUDY:

MARKET NICHE
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POSITIONS NICHE
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JOB TITLE
qopgr_IrNpmbSar
Manager

CLIENT
Helm
COMPANY
Helm US Corporation

POSITION
Assistant Product Manager

LOCATION
Piscataway, NJ

For more information contact:
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Executive Search Consultant
Ropella
850-983-0432
David@ropella.com
HELM AG, Germany is a multifunctional organization with a staff of 1,150 and 41 offices in 32 countries around the globe. They have the financial support and access to an international network in order to provide a modern all-around service to their customers and suppliers.

HELM U.S. Corp is proud to look back at over a quarter century in business. The company, founded in 1976, now specializes in the distribution and international marketing of specialty and industrial chemicals in the Americas.

Helm’s Hamburg, Germany HQ’s
Helm takes pride in the relationship with their customers and suppliers. All of their customers know that they can count on Helm for honesty, integrity, and fairness.

HELM U.S. Corp is far more than a distributor of chemicals. For many years, they have been the exclusive representatives for major chemical producers in the Americas. This enables them to supply their customers with the same high quality products to meet their requirements in any market situation.

International Marketing
HELM U.S. Corp provides the link between the producers of chemical raw materials and the manufacturing industry. They purchase only from suppliers whose products meet their own strict quality criteria.

National Distribution
HELM U.S. Corp is a full service, full function distributor with strategically located warehouses throughout the United States. They specialize in servicing the paint, resins, coatings, and detergent industry with both domestic and imported raw materials.
Primary Products Distributed

- Bisphenol A
- Nonyl Phenol Ethoxylates - NPE 4 thru 100
- Glycols - MEG, DEG and TEG
- PEG’s - Polyethylene Glycols - PEG 200 thru 8000
- LABSA - Linear Alkyl Benzene Sulfonic Acid
- MPG / PGI (Propylene Glycol) = export only

Smaller Products

- Lithium Hydroxide
- Azelaic Acid
- Tolytriazole
- Benzotriazole
- BHT - Butylhydroxy Toluene
Corporate Culture

Helm US is a family-operated organization with the ability to be flexible and independent, but with the backing of Helm AG’s strong, financial security. Headquarters in Germany make some corporate decisions, but there is much room for decision-making locally for Helm US. They are a lean and efficient group with the patience to strive for excellence and the focus to reward organization and structure.

Paul Coglianese, Sr. Vice President for National Distribution

Paul has a long history of experience in the Chemical Distribution business, many of the 30+ years of industry experience being with top companies such as Univar, etc. He is very successful in sales, and in 2011, his department was responsible for 120 million in sales.

He is a family-oriented individual and a Type A personality. Those working under him would describe him as easy to get along with, and tough but fair. He is brutally honest in his dealings and shoots straight so you know exactly where he stands.

He has been married for over 26 years, and he and his wife have three grown children.
Assistant Product Manager

Primary Tasks & Responsibilities
- Serve as support for Dept C300 with product-related office administration duties
- Assist the Department Manager with the marketing and sales of chemicals in the US
- Inventory management
- Interaction with the sales, logistics & customer service departments
- Work with the internal sales organization to implement & follow strategies and goals
- Work with Department Manager to closely review month-end financial statements
- Price quoting - coordinate with Dept Mgr & sales to maintain updated pricing information with current and potential customers on a weekly/monthly basis
- Assist in the development of investments for new or current products
- Conduct in depth market analyses for various chemicals including market size, competition, production economics and customers
- Research potential customers, create lead lists and establish a relationship through calls and emails
- Future opportunity to advance within the department

Education & Experience
- A bachelor’s degree in Chemical Engineering or Chemistry with leaning towards business is required
- Experience in the chemical industry preferred but not required
- Experience in sales and marketing; min 1-3 years preferred
- Excellent knowledge of Microsoft Excel, PowerPoint and Word
Key Competencies

- Highly motivated, Proactive and forward thinking with strong work ethic
- Excellent analytical (strategic and problem-solving skills) and mathematical abilities
- Ability to interact effectively with people, especially customers in various functions and at all levels of the organization
- Exceptional Organizational skills
- Strong project management skills
- Strong willingness and motivation to follow-up
- Dedicated and able to process tasks in a timely manner
- Taking initiative when a decision has to be made
- Willingness to do light travel is required (maximum 5-10%)
Piscataway, NJ and Surrounding Area

Piscataway, NJ
Over the past 50 years, Piscataway has grown from a small rural community to suburban, college community, located in central New Jersey. Piscataway Township is home to over 56,000 individuals and offers a wealth of recreational, cultural, sports, shopping, dining, and entertainment opportunities. In 2010, Piscataway made its way on to CNN Money’s List of America’s best small cities, because of its growing corporate presence and the campuses of Rutgers University. This community is only 35 miles from New York City, which allows for the luxuries of a large city life without the daily commotion.

New Brunswick, NJ
New Brunswick is a city in Middlesex County, New Jersey. It is the county seat of Middlesex and the home of Rutgers University. Rutgers is renowned for their outstanding academics as well as their many accomplished sports teams. New Brunswick is home to over 55,000 individuals and is known as “the Healthcare City.” The city is located on the Northeast Corridor rail line, 27 miles southwest of Manhattan, on the southern bank of the Raritan River and is just 5 miles outside of Piscataway, NJ.

Princeton, NJ
Princeton is a community located in Mercer County. Being home to over 13,300 residents, Princeton has a strong community-wide identity. This community is known as being home to the Ivy League school, Princeton University. However, with plenty of places to shop, sight see, and experience rich history and culture, Princeton offers much more. The region is steeped in history, and each municipality has a charm of its own.

The Princeton area includes some incredible performing arts venues including McCarter Theatre, Richardson Auditorium on Princeton University’s campus, and the new Paul Robeson Center for the Arts. Shopping in Princeton includes everything from upscale chains to unique shops and boutiques. One of the main shopping venues is Palmer Square, which offers exclusive shopping and dining in the heart of cosmopolitan downtown Princeton. Residents within the Princeton area are able to take advantage of a wide range of sporting events nearby. Professional, minor league, collegiate, and high school athletes impress loyal fans with their athletic talent.
New York, NY

New York City is the most populous city in the United States, while the New York metropolitan area ranks among the world’s most populous urban areas. It is a leading global city, exerting a powerful influence over worldwide commerce, finance, culture, fashion, and entertainment. New York’s a big state with the best of everything, from the great outdoors to the arts to foods from almost everywhere in the world. What will you love about New York? Here are more than a few reasons.

New York City has many landmarks and neighborhoods that are world famous. The Statue of Liberty greeted millions of immigrants as they came to America in the late 19th and early 20th centuries. Wall Street, in Lower Manhattan, has been a dominant global financial center since World War II and is home to the New York Stock Exchange. Manhattan’s skyline with its many skyscrapers is universally recognized, and the city has been home to several of the tallest buildings in the world, including the Empire State Building and the twin towers of the former World Trade Center.

New York city prominently excels in its spheres of art, cuisine, dance, music, opera, theater, independent film, fashion, museums, and literature. The city is the birthplace of many cultural movements is also widely celebrated in popular lore, featured frequently as the setting for books, movies, and television programs. Today, New York City is the second largest center for the film industry in the United States. The city has more than 2,000 arts and cultural organizations and more than 500 art galleries of all sizes.

The words “New York City” and “shopping” go hand in hand. Whether looking for the must have item of the season, upscale Fifth Avenue fashions, handcrafted wares from NYC’s many boutiques, or unbeatable deals from designer sample sales in the Big Apple. There is unrivaled shopping on every street in New York and it is home to fashion week, a premier event in the world of clothes, shoes, and accessories.

New York has a wide range of sports for every interest. The city’s two current Major League Baseball teams are the New York Yankees and the New York Mets. The city is represented in the National Football League by the New York Jets and New York Giants. The New York Rangers represent the city in the National Hockey League. Within the metropolitan area are two other NHL franchises, the New Jersey Devils, who play in nearby Newark, New Jersey and the New York Islanders. This is the only instance of a single metropolitan area having three teams within one of the four major North American professional sports leagues. Additionally, there are many other sporting events held in New York City throughout the year.
Piscataway, NJ and Surrounding Area

**General Area Links**
- Piscataway Township
  - www.piscatawaynj.org
- Piscataway Schools
  - www.piscatawayschools.org
- Golden Key Realty
  - www.goldenkeyrealty.com
- Princeton Visitors Bureau
  - www.visitprinceton.org
- Middlesex County Regional Chamber of Commerce
  - www.mcrcc.org
- Official NYC Guide
  - www.nycgo.com
- NYC.com
  - www.nyc.com

**Shopping**
- New York Shopping
  - www.nymag.com/shopping
- Saks Fifth Avenue
  - www.saksfifthavenue.com
- Bloomingdale's
  - www.bloomingdales.com

**Arts & Entertainment**
- Central Park
  - www.centralpark.com

**Education**
- NYC Department of Education
  - www.schools.nyc.gov
- Columbia University
  - www.columbia.edu
- New York University
  - www.nyu.edu

**Sports**
- New York Yankees
  - www.newyork.yankees.mlb.com
- New York Giants
  - www.giants.com

**News**
- New York Post
  - www.nypost.com

**Real Estate**
- City Realty
  - www.cityrealty.com
If you have open positions in your organization, give us a call and put our people and our process to work for you.

For more information contact:
David Layne
Executive Search Consultant
Ropella
850-983-0432
David@ropella.com
Name:  Thomas R. Nesbitt  
Date: 11/6/2012  

1. Outline University Degree(s) with date(s):  
(Please provide the Name, the Location and the Phone # of each Institution & YOUR BIRTHDATE – so we can conduct degree confirmation check.) Note: This date is required by colleges/universities in degree confirmation checks and will only be used for that purpose. Your birth date will not be supplied to the client.  
Birthdate: 28 October 1989  

2. Describe any experience working in lab applications, technical services, or an R&D support role.  
At Bucknell, in addition to the lab-intensive course load of a chemical engineering degree, I participated in several research projects including the formulation of natural oil-based polymers, which was entirely independent hands-on laboratory research. I also worked as a lab aide and teaching assistant for several semesters, in which I prepared and supervised the laboratory activities of underclassmen.  
I recently had a two-month contract position with ExxonMobil Research and Engineering in which I was a laboratory technician. My primary responsibilities were operating an autoclave unit, running IR and NMR analysis on the resulting solutions, analyzing and presenting the data.  

3. Based on the Position Description, outline applicable specialized training you have taken part in which you feel would be useful in the role of Assistant Department Manager.  
None.  

4. Describe your experience with order processing, inventory management and interacting with the logistics department.  
My experience in inventory management extends to the Target Corporation in which I handled inventory from the stockroom and worked in a group to maintain an accurate inventory database.
5. How would you describe your customer service skills? Give an example where your skills led to a successful solution/resolution with a customer.

I am personable, friendly, and patient with customers. My goal in dealing with customers is to remove the stigma and pretense of a corporate employee speaking with a customer and instead approach the situation as a person speaking with another person. In the past I have found this relationship to be an effective means of making sure both parties are satisfied. For example, during my senior year at Bucknell, I was part of a group responsible for designing and constructing a filtration unit for the purposes of integrating it into the curriculum of a Unit Operations course. The project was framed as a client-consultant relationship and my team was responsible for handling the client’s requests and specifications and realizing them. The filtration unit we developed is part of the course curriculum today, so clearly our client was satisfied.

6. What regular scheduled reports are you now responsible for providing to Sr. Management?

Example: Inventory/Monthly, Credit/Monthly, Expense.....

I am currently between jobs, but at ExxonMobil I was responsible for submitting weekly reports based on the research I had conducted.

7. Describe your role in conducting in-depth market analysis for chemicals and/or products such as market size, competition, production economics and/or customers.

During the first semester of my senior year at Bucknell, I was part of a team that was responsible for developing an alternative energy plan for central Pennsylvania. This project entailed attaining detailed market information for the availability of feedstock for our theoretical ethanol production plant, as well as the purification reagents and yeast required to operate the plant. We used population data and average energy consumption figures taken from government websites in order to estimate the total demand for our ethanol and the scale of our plant. We researched the costs of skilled and unskilled labor, manufacturing, materials, real estate, individual reaction units, energy, feed stock and product transportation, and several other factors. We incorporated these costs and estimates, as well as the current economic climate and average competing fuel prices, in order to determine our minimum sale price, our MARR, and ultimately the net present value (NPV) of our operation at the end of a ten-year production.

8. Describe your experience in identifying, targeting, and closing new customers.

While it was many years ago, I was extraordinarily successful at selling popcorn for the Boy Scouts of America. By identifying potential customers in the local residences, tracking their purchase history, and good old fashioned door-to-door salesmanship, I was able to sell over $2000 worth of product in each annual two-month sales window. This sales record consistently put me in the top ten percent of sales in the state.

9. What experience do you presently have monitoring credit limits and notifying customers of potential issues?

None.
10. How have you in the past helped support and coordinate inventory delivery detail?
   At Target, I was responsible for moving inventory from the stockroom to the floor. With the BSA, I hand-delivered inventory after a sale.

11. If asked one of the following questions during an interview, how would you answer?
   Why are you considering this opportunity? (or)
   What’s motivated you to consider a job change at this time?

   I simply was not happy in my last job at ExxonMobil. The pace of the job was too slow for me and I was not adequately challenged. I had too little to do all the time and my researcher and supervisor were unwilling to task me with any other responsibilities. Also, I often spent my entire eight-hour day not interacting with anyone. I am looking for a job in which I am never bored, constantly learning, and interacting with people.

References
Please provide three to six references. The first priority is customers, past bosses, then employees, then peers.

Example: Bob Smith, currently –Dir of Sales at ABC Chemical 412-123-4567,
Email: bob.smith@abcchem.com.
   Was Sales Manager, my direct boss, while I was an Inside Sales Rep at ABC Chemical.

We will NOT contact any references until after completing the interview process and not without notifying you first.

1) Dr. Michael Prince - currently Professor of Chemical Engineering at Bucknell University.
   Email: prince@bucknell.edu
   Was my direct supervisor and client during my filtration design project at Bucknell.

2) Edward Lemon - currently OIMS-SHE Safety Supervisor and Senior Laboratory Technician at ExxonMobil
   Email: edward.a.lemon@exxonmobil.com
   Was my mentor at EMRE

3) Dr. Jeff Csernica - currently Department Chair and Professor of Chemical Engineering at Bucknell University
   Email: csernica@bucknell.edu
   Was my supervisor at Bucknell during my natural oil polymerization project.
# Candidate Comparison & Grading Sheet

<table>
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<tr>
<th>Grade: _____</th>
<th>Grader’s Initials: ________</th>
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<table>
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<tr>
<th>Candidate Name:</th>
<th>Age:</th>
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<tbody>
<tr>
<td>Client: Helm US</td>
<td></td>
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<tr>
<td>Position: Assistant Product Manager</td>
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## Attribute: A/B/C Comments:

1. **Education**  
   - A = BS in Chem Engineering or Chemistry  
   - B = BS in Business  
   - C = Degree in unrelated field

2. **Experience working in lab applications, technical services, or R&D support role**  
   - A = Yes  
   - B = Somewhat  
   - C = little, or no experience

3. **Has specialized training applicable to Assist. Prod. Mgr position**  
   - A = Yes  
   - B = Somewhat  
   - C = little, or no training

4. **Experience w/ order processing, inventory management, & interacting w/ logistics depts.**  
   - A = Yes  
   - B = Somewhat  
   - C = little, or no experience

5. **Strong customer services & communication skills**  
   - A = Yes  
   - B = Somewhat  
   - C = Very little if any

6. **Experience w/ providing regular scheduled**
<table>
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<tr>
<th>7. Experience w/ conducting in-depth market analysis.</th>
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<tbody>
<tr>
<td>A = Yes</td>
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<tr>
<td>B = Somewhat</td>
<td></td>
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<tr>
<td>C = Little, or no experience</td>
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<th>8. Experience in identifying, targeting, and closing new customers (cold-calling)</th>
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<tr>
<td>A = Yes</td>
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<td>B = Somewhat</td>
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<td>C = Little, or no experience</td>
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<tr>
<th>9. Experience w/ monitoring credit limits and notifying customers of potential issues.</th>
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<th>10. Experience w/ supporting and coordinating inventory delivery detail.</th>
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<td>B = Somewhat</td>
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<tr>
<th>11. Citizenship Status?</th>
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<tr>
<td>A = US Citizen or Greencard/Visa approved</td>
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<tr>
<td>B = VISA getting approved, won't delay process</td>
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</tr>
<tr>
<td>C = some significant visa issues, delays expected</td>
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<th>12. Compensation: $70K to $80K</th>
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<tr>
<td>A = $70K to $80K</td>
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<tr>
<td>B = $55K to $65K or $85K to $95K</td>
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<tr>
<td>C = below $55K or over $95K</td>
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**Grading Point System:**

| A's = 4                          |  |
| B's = 3                          |  |
| C's = 2                          |  |
| Bonus Points = 1                 |  |
| Now add up the numerical value of each grade and then divide by the total number of grades. |  |
| Total Points:                    |  |
| Divided by ____ grades =         |  |
| Average Grade ____               |  |
Is the Executive Summary 100% completed?
☐ Properly formatted so pages look clean and information flows and is not cut off by margins?
☐ Cover Page, Resume, Cover Letter, Skills Survey then Profile.
☐ Profile completely filled in… and read by someone else to make sure it makes sense?
☐ Do the reasons for past job changes make logical sense or sound like excuses? Be careful not to
    spin this (be honest) or it will come back to bite us when clients ask the candidate and get different
    answers then what you put on the profile form.
☐ Have all Job Length terms been noted with Red ink on the resume? Ex. (3 years - 6 months)
☐ Have all gaps in dates between jobs and between college and career been explained.

Note: This grading sheet should focus on the MAIN points the client wants us to focus on screening. Not
every single point we asked in the skills survey. Typically we would screen on about 10 to 15 maybe 20
questions in the skills survey – but only 5 to 7 of the absolute most important points here.