



## // EXECUTIVE SUMMARY

Three candidates placed by President Gary Bozza at WorldBridge Partners Chicago NW have generated

**\$27.6 million** in sales revenue & **\$7.7 million** in gross margin

**Nice ROI!**

Nine years ago, Artie Collins, co-owner and then co-owner John Fox (now Jeff Greenbury) from NPN360° had a vision to grow more quickly by hiring new sales talent since some of their sales people were getting close to retirement. They needed high quality sales people in the printing vertical to ensure their growth continued.

## // ABOUT THE CLIENT

NPN360° is dedicated to assessing needs and developing solutions which improve the effectiveness and efficiency of their clients' print and integrated business communication. They have proven experience helping customers in the healthcare, manufacturing, distribution and financial services industries achieve their goals. Founded in 1985, NPN360° has been in business over 30 years and has earned a strong reputation in the Midwest.

## // THE CHALLENGES

NPN360° knew they couldn't spare the time to search for candidates themselves. But they knew they needed an expert who understood the printing vertical intimately.

## // THE RESULTS

That first hire has been with NPN360° 11 years and has generated \$9,800,000 in sales revenue.

The second sales person Bozza recruited has been with NPN360° 8 years and has generated \$7,800,000 in sales revenue.

NPN360°'s third individual hired with Bozza has been with them 6 years and has generated \$10,000,000 in sales revenue.

**In total, these 3 Account Executives have generated \$27.6 million in sales revenue to NPN360°'s top line and about \$7,700,000 in gross margin.**

In addition, Bozza was tasked with locating a senior customer service professional. This individual has been with NPN360° 4 years and has supported sales people that have generated a total of \$12,000,000 in top line revenue.

## // THE SOLUTION

President of WorldBridge Partners, Gary Bozza, who "grew up" in the print and marketing communications vertical, invested hours of time in understanding NPN360°'s culture, compensation plan and how they support and develop their personnel. He needed to be able to promote the NPN360° brand to potential high performers.

Bozza developed a recruiting campaign which included a detailed position profile, that ultimately brought in NPN360°'s first hire. Bozza worked with NPN360° to hire a total of four top-performing individuals over the last decade.

“ We credit Gary and his staff with a key part of our success and would recommend him to others looking to locate, not just sales and customer service people, but anyone on their leadership team. ”  
~ Arthur Collins, CEO