



WORLD BRIDGE
PARTNERS
Chicago NW

CASE STUDY:

Marketing, Communications & Printing Industry
EXECUTIVE SEARCH SOLUTIONS



// EXECUTIVE SUMMARY

Three candidates placed by Search Consultant Gary L. Bozza at WorldBridge Partners have generated

\$33.3 million in sales revenue & **\$9.1 million** in gross margin

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 to offset some of their sales people who were getting close to retirement. They needed high quality proven 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 SOLUTION

President of WorldBridge Partners, Gary Bozza, who "grew up" in the print and marketing communications vertical, was contacted and invested hours of time in understanding NPN360°'s culture, compensation plan and how they support and develop their personnel.

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.

// THE RESULTS

That first hire has been with NPN360° 11 years and has generated over \$11 million in sales revenue. The second sales person Bozza recruited has been with NPN360° 8 years and has generated over \$10 million in sales revenue. NPN360°'s third individual hired with Bozza has been with them 6 years and has generated \$12 million in sales revenue.

In total, these 3 Account Executives have generated just over \$33 million in sales revenue to NPN360°'s top line and about \$9.1 million in gross margin.

Bozza was tasked with locating a senior customer service professional. This individual has been with NPN360° 5 years and has supported sales people that have generated a total of \$15,000,000 in top line revenue.



"We credit Gary and his staff with a key part of our success and would recommend him to others (PSDA members) looking to hire sales and customer service people, but anyone on their leadership team." ~ Arthur Collins, CEO

Is your business positioned to expand, but you can't find quality sales professionals?

Contact Gary Bozza at 847.550.1300 x33

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