



First Quarter 2017

BOT-BASED JOB SEARCH?

We received this link from one of our clients, a Gen X technology/big data expert. He was Chief Data Officer of a federal government Bureau. He just started working for a large financial institution in their group to establish how to leverage “machine learning” (somewhere between data analytics and artificial intelligence) in their business. The bank bills itself as a technology company, not financial services company when recruiting. Understand that this is from one of the very technology-oriented and social media savvy generation members which indicates that this generation is beginning to understand the value of the MDL Partners approach.

Please visit: <https://www.fastcompany.com/3069166/career-evolution/i-built-a-bot-to-apply-to-thousands-of-jobs-at-once-heres-what-i-learned?partner=rss>

MILLENNIALS

By 2020, 50% of the workforce will be millennials. Hey everybody, that’s three years. Millennials are defined as those born roughly between 1980 and 2000, 2 billion worldwide and 85 million in the United States. This increasingly global and mobile workforce is by far larger than the baby boom generation, already has \$1T+ in purchasing power and over 6.4 billion connected devices.

If you are a millennial, congratulations, you are about to take over the world. Many of you will be in leadership positions, running major departments, business units and companies. Those of you at the leading edge (who will turn 40 in 2020) may even be facing your first midlife crisis.

You will also be facing global warming, increased automation and artificial intelligence, robotics, demographics, scarce resources, increasing social and economic unrest, and major shifts in employment due to increasingly rapid change.

As you are well aware, you will also be facing very heavy traffic and increased competition for career growth and promotion. You will need to become a student of career management, participate in almost continuous education and skill development, and focus on building your personal and professional network. Millennials already make up 38% of LinkedIn users.

If you are a baby boomer, in 2020 you will be between the ages of 56 and 74 (sorry about the bad news). You will be responsible for preparing the millennials who will be running your government, running your companies, making sure your investments will keep growing, and managing your retirement

communities, hospitals, assisted living facilities, and nursing homes. To remain competitive in the meantime, you will also need to take full advantage of the talent available to you in the millennial generation. Typically, they want career development, have a thirst for training, advancement and challenging work as well as better pay. Most are digital natives who can use technology to improve productivity.

For both millennials and baby boomers, there is a golden opportunity to reach out, build relationships, and establish mutually beneficial mentoring relationships. Take a millennial/baby boomer to lunch.

FROM CXO to CEO

Thanks to client Larry Perlstein, I recently presented on the topic “From CXO to CEO” at a SIM (Society for Information Management) group in Connecticut. We had a very active and interesting discussion primarily around making the move from CIO to CEO.

In our discussion, it became clear that many of the skills necessary to be effective in a CIO position are the same as those needed by a CEO—leadership; strategy development; strong business perspective, acumen, and judgment; decision-making; etc. The overlap is strong enough that nearly 70% of CIOs say they would like to move to a CEO position.

Yet, when I asked how many in the room reported to a CEO who had formerly been a CIO, no one raised their hand. It seems that despite the desire and the overlap of skills, very few CIOs make the leap to CEO.

We then looked at the career moves and strategies of a few of the people who actually did make the move. Phil Clark was promoted from CIO to CEO at Tesco, the world’s fifth largest retailer with \$99B in sales. (He was fired in under one year due to lack of sales growth, but that’s beside the point.) His observations were that his lack of board experience and limited focus on vision, mission, and passion affected his performance. Bruce Parker, former CIO of American Airlines and United Airlines, became CEO of Airnet Systems. He claimed his key to promotion was running IT as a business and gaining exposure as a board member (at Sapient). Dawn LePore went from CIO of Schwab to Head of Technology, Operations and Administration then CEO of Drugstore.com. She had been on the board of Ebay and bridged through another board member to the board at Drugstore. Her recommendation— you really need to understand the business.

The common themes here which apply to anyone looking to make the leap are first to focus on developing a deep understanding of the business by running your function as a P&L and looking at the business from the outside in. Secondly, those who made a successful transition gained experience beyond their functional specialty. They took over administration, operations, and often moved into the COO position. The third lesson for those aspiring to the CEO position, from any functional area, is to build a strong business network, ideally at the board level.

If you are addressing executive-level career decisions, consider professional help and advice from a consultant at MDL Partners.

SOMETHING COMPLETELY DIFFERENT

Have you ever thought about chucking it all and buying a bed and breakfast in Vermont? If you're not quite ready to lose money and work 7x24, here's an alternative. One of our long term clients, Larry Bearfield is looking to retire and sell his business, Fern's Country Store in Carlisle, MA. There has been a country store at that location since 1844. Ferns has the only wine and beer license in Carlisle and does a very good pizza business. They also sell their own private label wine--Bella. He has owned it since 2004.

Visit www.fernscountrystore.com for a view of their online presence. If you're interested contact Larry at larry@fernscountrystore.com or 617-584-5001 and he can get you an overview package and additional information.

SUCCESS STORIES

Neil Campbell is Managing General Partner at Dog River Ventures in the Washington, DC area.

Byron Hardy is now Director of Sales at Vann Spices in Baltimore, MD.

Dave Patterson is Senior Vice President at Alexandria, VA-based SureID, Inc., a leading provider of high-assurance identity solutions, helping security-conscious organizations reduce cyber threats.

Gregory Reeves recently accepted an HR position at Meso Scale Diagnostics in the Washington, DC area.

Rakan Saraiji is VP of Professional Services at Cloud-based SaaS provider BluLogix in Great Falls, VA.

Art Spring recently accepted a position with Gartner in the Washington, DC area.

Jeffrey Stern has a new position at Affinitas Life as Chief Property Portfolio Officer.

Doug Taylor is Director / Product Owner - Data Intelligence at Capital One in McLean, VA

Scott Tilley has a new position at CTEC as Project Manager for several hiring software modules in the Washington, DC area.

Brian Wysocki is now Program Manager at Meggitt, a global engineering group / defense company in Baltimore, MD.

Joe Johnson has moved back to Minnesota after taking a position as EVP, Strategy and Business Development at the O'Shaughnessy Company in Eden Prairie, MN

Sam Ciruolo is now a Senior Account Representative at IBM. He made the move from Accenture.

Paula White conducted a very disciplined search and quickly landed a position as Regional Sales Manager at Cabot Creamery. I just talked with her and she has been asked to take on one of the company's largest accounts.

Thought for the Day:

Keep thinking.

MDL Partners

Boston – 20 William Street - Wellesley, MA 02481 | 781-237-3777

Stamford – 6 Landmark Square, 4th Floor - Stamford, CT 06901 | 203-359-5623

DC/VA/MD – 2111 Wilson Blvd., Suite 700 - Arlington, VA 22201 | 703-516-6688

Hartford – 1789 New Britain Avenue - Farmington, CT 06032 | 860-269-0291