

LORDSTONE OPPORTUNITY PROFILE

For the position of:

New Business Development Manager
R2K, Inc.
New York, NY



Research Assignment: SN6800
4th Quarter, 2010
Status: Draft

The enclosed profile is the property of Lordstone Corporation. It was authored to inform the reader of a unique career opportunity within our client's organization. Any other use of the enclosed information is not permissible, including competitive intelligence analysis or the exploration of mergers, acquisitions or joint ventures. Should you have any questions regarding this statement or our client, please contact our offices.

INTRODUCTION

Thank you for your willingness to review the enclosed profile. I believe the following pages describe a unique opportunity for an experienced sales professional who would enjoy establishing a sales function and growing revenues within a highly regarded provider of Enterprise Content Management solutions and services.

The following profile was developed from a situational analysis, strategic survey and multiple conversations with the CEO of R2K, Inc. and his leadership team. The cooperation afforded us by R2K, Inc. and their commitment to following our proprietary (re)search process enabled us to assess the culture of the company and its goals, objectives, capabilities and hindrances. I believe this is important for you to know because unlike R2K, Inc., the HR practices and procedures within much of corporate America today emphasize hiring speed over quality and performance over values and cultural fit. These hiring practices are further perpetuated by recruiters, who by seeking to maximize revenue through a high volume of assignments, are eager to oblige client requests for little consulting, quick delivery of resumes and fast hires. The behavior of both groups encourage a never ending cycle of executive turnover, unfortunately at the expense of the business and its shareholders. It also represents the antithesis of our approach which aims to thoroughly assess each client who retains our services and each individual desiring candidacy. Only then can we insure the right match has made those results in long-term economic value for clients and career satisfaction for the individuals our clients employ.

By documenting our findings in the enclosed profile, we hope to elicit positive responses from successful candidates. We trust the following pages will achieve this goal and would welcome the opportunity to talk with someone you know who meets most or all of the requirements described in this profile. As to how they can expect to be treated:

1. **They can be assured of complete discretion on our part.** Neither their comments nor any other information they might share with us will be distributed to anyone, including our client, without their permission.
2. **We treat everyone the way we would want to be treated if our positions were reversed.** This practically translates into doing what we say we are going to do in a timely manner, promptly returning phone calls and providing frequent and honest feedback to both candidates and clients

As to our veracity in adhering to the above mentioned points, we would invite all interested parties to "check us out" by contacting anyone we have done business with before. You'll find we are unusual: we would much rather conduct a handful of searches each year in an exceptional manner than executing many in an average or mediocre manner. Why? Because we feel it's not only our mission, but our calling: To perform the highest quality, most ethical search work that results in an exceptional long-term value for both client and candidate.

Thanks again for your willingness to review the following profile, and we appreciate your interest.

Jeffrey R Ketchum, President and Senior Research Manager
Lordstone Executive Research, a division of Lordstone Corporation.

THE OPPORTUNITY

R2K, Inc., a highly regarded global provider of Enterprise Content Management based IT services and solutions, is currently seeking to identify a key sales individual for their senior management team in New York. As the first sales executive hired under the company's new strategic initiative, this position will offer a candidate the opportunity to really excel within a business that is poised well for additional growth.

Opportunity abounds at R2K for an experienced sales executive who can leverage the organizations experience, reputation and customer base, which has primarily grown through the years as a result of referrals and the successful farming of existing accounts. Having this solid base to build upon will allow a professional prospector the opportunity to drive significant sales growth in the near term and could provide the right candidate with promotional opportunities in the future.

This position will be supported by a team that has deep expertise in Enterprise Content Management. Among R2K's management and staff there is strong technical and domain knowledge that often results in solutions to complex issues faced by customers. As such, the New Business Development Manager will be selling solutions and services they can be proud to represent.

This opportunity will provide an experienced sales professional with an impressive customer list, from which they can build upon. Key clients, such as Prudential Financial, WellPoint, Aflac, EmblemHealth and MetLife India appreciate the high quality services and expertise provided by R2K, as evidenced by a very high customer retention rate and steady residual income for the business.

Many reasons may lead an experienced sales professional to explore this unique opportunity, including:

- Perhaps someone is working within a larger company and is being held captive to a territory or regional sales position. Instead, they are seeking to expand their skill set by working in a smaller company where they can have a much larger impact on an entire business and grow with it over the course of time.
- Another reason might be the opportunity to work with the senior management team, reporting directly to the CEO. As such, the right candidate will appreciate the opportunity of being tasked with owning the sales process and delivering increased revenue growth for the business.
- The lack of politics and bureaucracy within R2K might motivate yet someone else to explore this position. Many times in larger companies there is a certain degree of politicking that exists and quite a bit of red tape when it comes to decision making. There are no such hindrances in R2K. This entrepreneurial driven business encourages a working environment that is challenging, rewarding, enjoyable, and cooperative.

Many other reasons might motivate someone to explore this very special ground floor opportunity with R2K, but in the end the right individual will be attracted to the organizations people, services, clientele and prospects for growth.

THE COMPANY

R2K, Inc. is headquartered in New York, NY and provides ECM based IT services and solutions to major U.S. and Global customers in the insurance, banking, finance and other industries. The company was built by 4 former leaders of Sigma Imaging, a pioneer and leader in document imaging and workflow. Formed in 1996 after the sale of Sigma Imaging to Wang Labs, which later became part of Eastman Kodak's Eastman Software group, R2K was established as a services centered company intent on supporting Sigma's legacy products. Over time, several other managers and staff of the former Sigma Imaging joined R2K and the small business expanded its offerings by building partnerships with industry leaders to support FileNet, Documentum, Captiva, RightFax and Kofax.

In 2002, a key customer was looking for better IT rates and as a result, R2K established a wholly owned subsidiary in India. The initial purpose of the subsidiary was to serve U.S. based customers. However, in 2005 company management made the decision to begin selling R2K services and value added components to the domestic market in India. This proved to be successful and today the company is the leading provider of IBM FileNet solutions to the market in India. The business has strong management and a staff of 75 talented delivery people. R2K India is ISO 9001:2008 certified and offers a rich resource for skilled personnel and competitive pricing for U.S. based projects and customers.

Although R2K has grown organically in past years through effective farming within key accounts, new business has admittedly occurred without a clear sales or business development focus. This has in-turn limited revenue growth and placed a cap on overall profitability. As such, decisions were recently made to bring more of a strategic focus to the business and to establish a formal business development function, beginning in early 2011. Opportunity is clearly present within the enterprise content management sector as it is a core platform required by all large organizations and as such, continues to be a major target of customer investment. Since R2K is primarily a services organization with experience in multiple, competing platforms, the organization can win work at a diverse group of Fortune 2000 businesses on a wide range of platforms.

The culture of the business is described as being very close knit, due to backgrounds of the staff having worked with each other at Sigma Imaging. "We are a good bunch of people who are ethically conscientious and are good to work with", stated one executive. The business is supported in the U.S. by 22 delivery staff, with an average of 15 years of tenure each. Although everyone is technically astute, the organization is looking forward to the arrival of a New Business Development Manager who is talented at getting in new doors and assisting in building the business.

At the heart of R2K's business philosophy is their commitment to developing long term relationships with high value customers. They have achieved small business success by not overselling their capabilities or services, but by being very good at nurturing customer relationships and generating a significant amount of residual revenue from this standpoint. In general, if they get a customer, they keep them.

R2K's customers include:

- Aflac
- Allianz
- AON
- BCBS of South Carolina
- Bombay Stock Exchange
- Constellation Energy
- EmblemHealth (GHI and HIP)
- High Point Insurance
- IBM Global Services / Vodafone
- ING Bank
- ING Vysya Life Insurance
- Mercer HR Services
- MetLife India
- National Government Services
- Prudential Investment Management
- Prudential Insurance
- Suffolk County National Bank
- Ujjivan Financial Services
- WellPoint

R2K has partnered with several leading industry vendors, including IBM, EMC, and Kofax and offers the following services to large Fortune 100 customers:

- Application design and development
- Software installation, configuration and customization, tuning and integration
- Product / application support
 - System monitoring and 2nd level help desk
 - Problem diagnosis and resolution / bug fixes
 - Change requests, new feature additions
 - Testing and platform migration
 - Monitoring and problem resolution
 - Single point of contact
- Product development services, including the writing of complex code that enable customers to get 100% out of an application.

THE POSITION

The position is described as an executive sales role, by which the New Business Development Manager will, in tandem with the management team, develop the sales and marketing process and establish a written plan. Next, they will carry out the business development activities of the plan and will have full responsibility for planning and executing the full sales lifecycle for new business in New York City, the Northeast and other geographies as appropriate. This includes generating leads, developing a qualified pipeline of profitable opportunities that may be pursued and winning new customers for R2K that meet the targeted customer profile. The New Business Development Manager will be expected to drive \$1.5M of service revenue from these new customers in 2011 and will work with the R2K senior management team to develop the 2012 sales targets and strategies to achieve significant year-over-year growth. Additionally, they may also drive additional sales at existing or former customers that are not growing or are dormant.

Upon arriving at R2K, the New Business Development Manager will review the current R2K sales strategy with the senior management team and provide insights and recommendations based on prior sales experience and awareness of current trends/hot markets. He/she will review current sales and marketing collateral, demos, tools, etc. and create a prioritized list of additions, modifications, etc. that s/he believes will be of the most assistance in driving new sales. Additionally, he/she will work with the senior management team on an ongoing basis to develop sales strategies for geographic, product, and services expansion.

In consultation with R2K management, the New Business Development Manager will create a written personal plan of attack for daily activities that includes a list of targeted customers, prospecting activities, and pipeline milestones. They will engage in substantial networking and cold-calling for lead generation, via phone, email and in person meetings, utilizing their own C-Level contacts as well as R2K's contacts. The New Business Development Manager will be expected to consistently track contacts, calls, meetings, opportunities and pipeline in Salesforce.Com and will meet weekly with the CEO and the Vice Presidents of Client Services to discuss sales efforts and pipeline.

The New Business Development Manager will manage the sales process from initial contact through requirements gathering, proposal generation, business negotiations, closing the deal, and throughout the delivery and invoicing phase. He/she will ensure timely payment of invoices and will work within the account to generate follow-up work and recurring business. He/she will proactively identify customer satisfaction issues and work with delivery managers to ensure that those issues are addressed.

The compensation package for this position is based upon experience, but will be heavily weighted towards performance, with no upper limit on this component. The bonus and commission structure will be based on revenue and margin.

QUALIFICATIONS

The ideal candidate will have sold large scale, ECM based IT services and solutions to C-Level personnel within Fortune 2000 organizations in the Northeast. He/she will have sold into the insurance, banking and finance industries. Candidates with a successful background in selling BPM, CRM or ERP services and solutions to C-Level personnel within Fortune 2000 organizations in the Northeast, will also be considered. Regardless of which type of IT based services and solutions someone might have sold to senior levels of management, the targeted industry preference is insurance, banking and finance. Secondary sectors to consider include pharmaceutical, healthcare and retail.

The New Business Development Manager must have the ability to identify the decision makers and influencers among finance, operations, and IT functions and build relationships in each of these areas. They will have forged relationships with a significant number of C- and SVP-level executives at large companies in the Northeast that can be leveraged to hit the ground running. They will have experience in engaging with and presenting to executive management, with an ear towards understanding their issues, both business and technical.

The right candidate will have the proven ability to qualify leads, including knowing quickly when to walk away. They will know how to realistically prioritize opportunities so that their employer's resources and time are not wasted. They will be experienced at identifying high-value opportunities that are not immediately obvious and will have a high percentage rate of deal closure, evidenced by their ability to consistently achieve target revenues and profit margins post-sale.

PERSONALITY, CHARACTER AND SALES STYLE

The right candidate will be excited about working with R2K and will be able to see the bigger picture of joining a successful small business that has a tremendous amount of potential for growth. He/she will have a high degree of energy, confidence and assuredness in themselves and the company, products, and services they represent. He/she will be quite personable and will be known as a skilled relationship builder. He/she will be highly ethical as long term relationships have been the key to R2K success and maintaining a 100% delivery policy.

The right candidate's peers, managers, and customers will be able to place their full trust in this person. He/she will tell the truth, even if it means losing a deal. He/she will have a heart for making their company, peers and customers successful. A customer should feel that this salesperson is a resource rather than just a vendor.

The New Business Development Manager must be a realist, presenting accurate forecasts and having the ability to distinguish between activities that will produce results (short or long-term) from those that don't. He/she will be proactive in nature and able to identify and address challenges and issues up front versus letting them fester. He/she will be honest with themselves and others and be willing to acknowledge mistakes and take corrective action.

They will enjoy working in a collaborative environment and will be willing to "roll up their sleeves" and participate in any way required to achieve the stated sales objectives. They will readily take ownership of his/her areas of responsibility and

ensure success, but will also be willing to jump in to fill the gaps in areas not officially part of a job description.

THE LOCATION

The New Business Development Manager should live in NYC or within reasonable commuting distance. The position is based at the New York office, which will enable the new sale executive to build deep knowledge of R2K's offerings, capabilities, pricing and the R2K delivery model. It will also ensure maximum integration with key members of the management team, working with them to establish efficient and effective communications and collaboration.

Although this position will require the candidate to be present frequently at R2K's headquarters, this is expected to change over time as the sales process matures and the relationships between the salesperson and the rest of the organization become strong.

CANDIDATING PROCEDURE AND CONTACT INFORMATION

Lordstone Executive Research, a division of Lordstone Corporation, is an executive research firm providing recruitment research and candidate sourcing services to HR and Talent Acquisitions Departments of Fortune 1000 organizations and small businesses throughout the U.S., Asia Pacific, Europe and South America.

Our mission is to perform the most professional, highly ethical search work, which results in the creation of long-term value for our clients.

We fully respect the need for confidentiality of information supplied by interested parties and assure them that their backgrounds and interests will not be discussed with anyone without their prior consent. Additionally, reference contacts will not be made until mutual interest has been established.

For further information, please contact:

Jeff Ketchum

President and Senior Research Manager

Lordstone Executive Research
A division of Lordstone Corporation

www.lordstonecorp.com
www.lordstone.us

Tel: (888) 727-2010
International: +1 239 344 9514 ext. 101

1427 Wisconsin Avenue
Gladstone, Michigan 49837
E-mail: jketchum@lordstone.us

WWW.LORDSTONECORP.COM

