



Effective Solution for Board Succession Planning & Building Stronger Boards



Board Succession

Our **Board Succession** process is tailored for each client with a core set of XCEO operating and consulting principles serving as the foundation. Our mission is simple: to provide our clients with the best prepared and qualified candidates. We seek high-achieving individuals who have a passion for personal leadership and a serious desire to serve shareholders through their board service.



Leading Global Search Processes



Data-Driven Methods



Confidential & Effective Board Partnerships

Our Search Process

- We invest substantial time to ensure that we thoroughly understand the specific business needs and challenges facing the companies we serve.
- Utilizing a unique proprietary application, XCEO will develop a strategy for the search process and present it to the client to ensure thoroughness and shared expectations on search criteria and targets.
- We will source and research an extensive list of qualified individuals to compile a group of prospects who meet or exceed the given requirements.
- XCEO will interview the most qualified individuals who are interested in the board position and available to serve.
- We will provide a written summary of each prospect, including biographical data, detailed professional experience, and our assessment of each candidate's personal and professional qualifications.
- Upon the final decision on potential candidates, XCEO will act as a liaison to schedule meetings and board interviews, unless the client prefers to do this internally.

XCEO Difference

Once a candidate is selected and the placement is confirmed, XCEO will work closely with the newly appointed director, who will be mentored over the course of 12 months by directors with over 30 years of board service experience, to learn and understand the most critical corporate governance issues facing boards and directors today.

We expect to be held accountable for the quality of the search process, and expect to be held to the highest standards of **professionalism, diligence and confidentiality.**

Program Content

Director Succession Planning

Board Attributes, Skills & Experiences Analysis

- We collaborate with the Corporate Governance & Nominating committee chair to define the skills needed to fulfill the board's mission and exceed all regulatory requirements. Directors participate in a comprehensive process to assess the inventory of director skills to meet the board's strategic objectives.

On-Boarding Support

- It is our single focus to mentor and advance governance and board-service knowledge for both new or seasoned directors. We accomplish our goal of significantly impacting the performance of a director by engaging in a twelve (12) month board governance development process.

Resources

XCEO Publications

- Each board member will receive a copy of Dr. Curtis J. Crawford's books, *Corporate Rise: The X-Principles of Extreme Personal Leadership*, *Compliance & Conviction: The Evolution of Enlightened Corporate Governance* and *Manager's Guide to Mentoring*.

On-Demand Support

- The board and directors will have priority access to the XCEO program directors.

Options

Background Checks

- XCEO will facilitate the due diligence process by partnering with an investigative firm to conduct background checks on each director candidate. The fees for background checks range from \$7,000-\$20,000 depending on the depth of coverage requested by our client.

Enlightened Corporate Governance® Tools Option

- An ideal solution for those boards which prefer to outsource some or all aspects of the enlightened governance evaluation process.

Paper Option

- XCEO will coordinate a paper based program for those organizations that elect not to use our web-based offerings.

On-Site Option

- There is a \$15,000, one-time initial installation fee, and a \$5,000 annual renewal fee, if the organization elects the option to lease and install the XCEO proprietary software at their site.

Recruiting Fees

Number of Directors Placed*	1
Fee With BoardPortal PLUS®	\$40,000
Fee Without BoardPortal PLUS®	\$60,000

The utilization of the tremendous resources integrated into BoardPortal PLUS® makes the communication, services and deliverables much more efficient and secure. Thus, if the board elects not to use the BoardPortal PLUS® platform, the recruiting fee would be \$60,000 instead of \$40,000.



Leadership Team

Curtis J. Crawford, Ph.D.

President & CEO

Dr. Crawford is Founder and CEO of XCEO, Inc. He is the author of *Corporate Rise: The X Principles of Extreme Personal Leadership, Compliance & Conviction: The Evolution of Enlightened Corporate Governance* and his latest title, *Manager's Guide to Mentoring*.

Dr. Crawford currently serves on the Board of The Chemours Company, Xylem Corp, and ON Semiconductor. Also, he is a Trustee of DePaul University. He previously served on the Board of Directors of ITT Corp, Agilysys, Lyondell Petrochemical and The Sisters of Mercy Health Corporation.

He has served as Chairman of the Board of ON Semiconductor; Chairman, President and CEO of Zilog; President, CEO and Director of Onix Microsystems, and Chairman of the Board of ISTAT. Dr. Crawford also serves as a special advisor to several start-up companies.

He began his career as a systems engineer at IBM. During 15 years, he held a variety of executive positions including Vice President of Marketing. During a ten-year tenure, Dr. Crawford was Group President of the Microelectronics Group and President of the Intellectual Property division of AT&T and Lucent Technologies.

Dr. Crawford earned his BA in Business Administration and Computer Sciences and a MA degree from Governors State University. He earned his MBA from the Charles H. Kellstadt Graduate School of Business at DePaul University, and a Doctor of Philosophy degree in Organization and Management from Capella University. In addition, Dr. Crawford has been awarded two honorary doctorate degrees one from Governors State University, and the other from DePaul University.

In 2011, Dr. Crawford was awarded the B. Kenneth West Lifetime Achievement Award from the National Association of Corporate Directors (NACD) for his contribution to corporate governance and for having made a meaningful impact in the boardroom.

Michelle Ronco, MBA

Chief Marketing Officer

Ms. Ronco is the Chief Marketing Officer at XCEO, Inc. In this role she oversees all marketing, public relations and advertising in addition to working with the sales team to support its efforts by providing innovative and exciting campaigns, material and program content for all individual director and board clients. Specifically, Ms. Ronco is responsible for the continuing development, oversight and execution of XCEO's board succession, board effectiveness, director support services and BoardPortal PLUS™ offerings. Finally, Ms. Ronco is a principal in serving clients by delivering world-class consultative services, products and training.

Since 2003, she has participated in many facets of the XCEO organization including idea creation, research, sales and marketing. Michelle is frequently sought out regarding board portals by leading governance advocates and groups, as well as influential board governance publications such as Board Secretary.

Previously, Ms. Ronco was the Program Director of Corporate Governance & Board Leadership Development, leading the development and release of XCEO's online Extreme Personal Leadership Tools. Ms. Ronco also designed and created XCEO's Enlightened Corporate Governance Board & Director Evaluation Program intended for use in corporate boardrooms around the globe. Ms. Ronco is a member of XCEO's executive team in addition to being the principal publisher of the books *Corporate Rise* and *Compliance & Conviction*.

Prior to joining the XCEO team, Ms. Ronco worked for Morgan Stanley as a Financial Advisor and was Assistant Web Master for Santa Clara University's Leavey School of Business website.

Michelle earned her MBA with an emphasis on Finance and International Business from Santa Clara University in Santa Clara, California. She also holds a Bachelor of Science in Commerce (BSC) in Economics and Operations and Management Information Systems from Santa Clara University. She previously served on the board of directors of the Mexican American Community Services Agency (MACSA).

Mary Pat Kelsey, BBA

Regional Director, Board Governance and Personal Leadership

Mary Pat Kelsey serves as Regional Director, Board Governance and Personal Leadership for XCEO, Inc. Prior to joining XCEO, Ms. Kelsey served in sales, management and marketing positions for leading companies in the Chicago land area. She has worked in various industries, including insurance, professional development and recruitment. In her previous positions, Ms. Kelsey was instrumental in creating marketing strategies and training programs for insurance agents throughout Illinois and the Midwest. She conducted research on insurance products and developed product information programs used for educating consumers. Ms. Kelsey also led a team that administered employee benefits for top companies throughout the Midwest. As Business Development Manager for a leading professional development and recruitment firm, Ms. Kelsey developed and implemented all sales and marketing plans throughout the states of Illinois and Texas. Ms. Kelsey has worked with upper level executives of Fortune 500 companies in both benefit planning and recruitment for key executives.

Ms. Kelsey earned her BBA with a specialization in Marketing from Loyola University of Chicago.

Richard White

Sales Account Manager

Richard White serves as a Sales Account Manager for XCEO. Rich brings a wealth of professional experience, selling solutions in the advertising and educational markets as well as for Fortune 1000 companies. For several decades, Rich has worked as an innovative sales-focused professional, attaining skills to drive business growth, build lasting relationships, capitalize on new revenue potential and manage all aspects of daily business operations. Rich has experience with start-up opportunities, new product launches and he has the ability to uncover untapped revenue opportunity for leading companies. He is genuinely committed to helping his clients overcome challenges which has enabled him to envision the "big picture" for many clients.

Rich earned a BA from Wheaton College majoring in Liberal Arts and minoring in Psychology.

Michael A. Dobmeier

Chief Technology Officer

As Chief Technology Officer at XCEO Michael Dobmeier oversees global software development, quality assurance, security, infrastructure and product management. Michael has worked in the technology field for the past three decades with a focus on system architecture, enterprise applications, process development, data management, client relations and program management.

Prior to joining XCEO Michael held management positions at Philips Semiconductor, LSI Inc., VLSI and CashEdge. In the 1980's he also served in the United States Marine Corps as an Asset Management Manager. During this enlistment he managed the Marine assets for the Marine Corps Security Force Battalion, 5 USMC Companies and 13 US Naval ships which included several air craft carriers.

Neemesh Shah, BA

Governance Research and Data Analyst

As Governance Research and Data Analyst, Neemesh Shah's role is to manage and analyze XCEO's unique data so it can be strategically and creatively implemented with XCEO products and services to best serve clients. Mr. Shah contributes to the XCEO Newsletter, XCEO INK, as well as mines and generates proprietary data for XCEO clients, associates and the sales and marketing teams. In addition to these critical functions, he assists Dr. Curtis J. Crawford with research for his forthcoming board governance book.

Prior to joining XCEO, Mr. Shah completed his Bachelor of Arts degree in Business Studies from California State University, Hayward in 2006. While completing his degree, Mr. Shah attained first-class customer relations skills providing support to premium and luxury season ticket holders for the Golden State Warriors. Mr. Shah also previously executed Quality Assurance testing while working for the SanDisk Corporation as a team member of the Audio and Video Group.

Mr. Shah is versatile, creative, and energetic with over 10 years of experience serving diverse roles in customer service and technology.

Samantha Mickens

Executive Search Assistant

As an Executive Search Assistant, Samantha Mickens is a key member of XCEO's Board Succession efforts, supporting clients by identifying qualified executives to fill recently vacated corporate board positions. Ms. Mickens also assists with XCEO's LinXsus® Professional Mentoring programs by partnering with directors to cultivate and enhance leadership attitudes and behaviors resulting in, what XCEO calls, Enlightened Corporate Governance®. In her role, Ms. Mickens utilizes XCEO's Integrated Board Leadership Process in working with clients who make leadership development a priority.

Prior to joining XCEO, Ms. Mickens spent over a decade assisting municipal government organizations in the development of several successful community programs, primarily focused on environmental stewardship and the responsible management of vital public and natural resources.

While completing a BA in Political Science from the University of Arizona, as well as an Associate's Degree in Communications, Ms. Mickens participated in a hospitality internship through the Walt Disney World College Program followed by an internship at a Congressional District office. She has studied non-governmental organizations, and has experience working for a non-profit organization.

Ms. Mickens' passion for effective, ethical leadership and efficient organizational management is reflected in her educational efforts as well as previous career experience.

Raelene De Santiago

Administrative Assistant - Customer Support

As the Administrative Assistant, Customer Support at XCEO, Ms. De Santiago performs administrative duties to support the XCEO Sales & Marketing teams. She also manages the office, facilitates scheduling and coordination and acts as a liaison between the XCEO team, clients and associates. In addition, Ms. De Santiago is Dr. Crawford's assistant, supporting his board work, scheduling and communication.

Prior to joining XCEO, Ms. De Santiago worked for more than 23 years for companies in the home building, real estate development and education industries. Her previous positions involved various administrative and support duties. Ms. De Santiago has a strong desire to excel and make a positive impact on every individual she encounters.

Contact Us

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