



# Custom Job Search Targets & Proactive Strategy Plan

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| <b>Prepared for:</b> Ted Job Seeker   |   | <b>Date:</b> May 31, 2016   |
| <p><b>Qualifications Summary/Profile:</b><br/> Management level with 15 years of experience. Began career in engineering but moved on to supply chain consulting and then shifted to consulting on M&amp;As and business growth engagements for a number of Fortune 500 customers. About 8 years ago moved on to a footwear and apparel design, manufacturing, and marketing company, first as a manager of corporate strategy and then as a senior manager of brand strategy, business development, and marketing. Primary emphasis on propelling the growth of small companies.</p> |   |   |
| <p><b>Past Employers:</b></p> <ul style="list-style-type: none"> <li>▪ Wolverine Worldwide</li> <li>▪ Collective Brands, Inc.</li> <li>▪ A.T. Kearney</li> <li>▪ Raytheon</li> </ul>  | <p><b>Job Title History:</b></p> <ul style="list-style-type: none"> <li>▪ Senior Manager, Brand Strategy, Business Development &amp; Marketing</li> <li>▪ Manager, Corporate Strategy</li> <li>▪ Project Manager, Growth Engagements</li> <li>▪ Business Analyst &amp; Consultant</li> <li>▪ Mechanical Engineer</li> </ul> | <p><b>Industry History:</b></p> <ul style="list-style-type: none"> <li>▪ Apparel Manufacturing</li> <li>▪ Footwear Manufacturing</li> <li>▪ Retail</li> <li>▪ Consulting</li> </ul> |
| <p><b>Target Geographic Area:</b><br/> New Hampshire – prefer the Seacoast Region</p>   |   |   |
| <p><b>Other Info:</b><br/> Motivation for moving to NH: fiance lives there</p>  |   |   |
| <p><b>Ideal Company Profile:</b><br/> Seeking a growing small company (&lt;\$15M) that is positioned for growth to the next level. The company could be in any industry, but the most obvious targets are those that make and sell consumer products</p>  |   |   |
| <p><b>Target Job Functions/Position Profile:</b><br/> Senior manager or director level positions involving corporate strategy, marketing, branding, and business development.</p>   |   |   |

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| <p><b>Target Industries:</b></p> <ul style="list-style-type: none"> <li>▪ Consumer Products Industry</li> <li>▪ Footwear/Apparel</li> <li>▪ Clothing Wholesalers/Retailers</li> <li>▪ Textiles</li> </ul>  | <p><b>Possible Job Titles:</b></p> <p>Director or Senior Manager of</p> <ul style="list-style-type: none"> <li>▪ Corporate Strategy</li> <li>▪ Marketing</li> <li>▪ Business Development</li> </ul> |
| <p><b>Suggested Companies to Research:</b></p> <p><b>The Timberland Company, Stratham, NH</b><br/>         Designs, develops, engineers, markets and distributes footwear, apparel and accessories for men, women and children.</p> <p><b>Russound, Inc., Newmarket, NH</b><br/>         Developer and marketer of whole-house distributed audio systems and components</p> <p><b>Foss Manufacturing Company, Hampton, NH</b><br/>         Producer of engineered, non-woven, and specialty synthetic fibers. It is also a needle-punch based manufacturer. The company's Automotive division provides automotive headliners, upholstery, seating, floor carpets, and more. Its Kunin Group division specializes in offering fabric and craft products. The company's Fosshield division provides antimicrobial technology for inhibiting the growth of destructive and odor causing bacteria, mold, mildew, and fungus in the healthcare, hospitality, food service, filtration, and transportation sectors.</p> <p><b>Coed Sportswear, Newfields, NH</b><br/>         Creates apparel programs for both its retail &amp; brand partners.</p> <p><b>Bacon Felt Co., Inc., Rochester, NH</b><br/>         Specializes in die cutting and custom conversion of textile and woolen goods. Provides an array of nonwoven, needle punched items and acrylic products.</p> <p><b>H2O Wear, Wilton, NH</b><br/>         Manufacturer and distributor of chlorine-resistant swimwear.</p> <p><b>Alpine Outfitters, Inc., Hollis, NH</b><br/>         Manufacturer and distributor of high-quality gear for working dogs</p> <p><b>Barbour, Inc., Milford, NH</b><br/>         Global clothing brand headquartered in the U.K. with the U.S. office in Milford, NH</p> <p><b>Miltner's Inc., Rochester, NH</b><br/>         Chain of retail stores engaged in the retail sale of men's, women's, and children's footwear, including athletic footwear. These establishments frequently carry accessory lines, such as hosiery, gloves, and handbags.</p> <p><b>Wooden Soldier Limited, Intervale, NH</b><br/>         Chain of retail stores engaged in the retail sale of children's and infants' clothing, furnishings, and accessories.</p> <p><b>Chuck Roast Equipment, Conway, NH</b></p> |   |

Primarily engaged in manufacturing sporting and athletic goods, not elsewhere classified, such as fishing tackle; golf and tennis goods; baseball, football, basketball, and boxing equipment; roller skates and ice skates; gymnasium and playground equipment; billiard and pool tables; and bowling alleys and equipment.

**Warwick Mills, Inc., New Ipswich, NH**

An ISO 001 certified company, specializes in developing performance composite solutions for technical problems for the aerospace, industrial and recreational markets for customers, such as the United States military, NASA, Boeing, Ford, DuPont and L.L. Bean. The company’s engineering and manufacturing operations include lab testing, research and development, material production and final assembly. Using advanced fibers, such as Kevlar, Vectran, Nomex, Conex, Teflon and Spectra, it engineers new materials to solve problems. Some of the company s products include roll goods, GloveArmor, SnakeArmor, WaterArmor, SpinSkins, police gloves, hunting clothes, water jet safety materials and stop bike flats.

**Corium Corp., Seabrook, NH**

Engaged in manufacturing and distributing leather goods, not elsewhere classified, such as saddlery, harnesses, whips, embossed leather goods, leather desk sets, razor strops, and leather belting

**Codet Newport Corp., Colebrook, NH**

Primarily engaged in the wholesale distribution of men's and boys' apparel and furnishings, sportswear, hosiery, underwear, nightwear, and work clothing.

**Footmaxx Inc., Goffstown, NH**

Manufacturers and sells orthopedic shoes.

**Redmaple Sportswear, LLC, Dover, NH**

Apparel, accessories, and gifts company with a focus on natural fibers

**ECCO, Londonderry, NH**

Global footwear developer and marketer.

**Regatta USA., LLC, Newmarket, NH**

Manufacturer of miscellaneous fabricated products, including beauty shop and barber shop equipment; hair work; tobacco pipes and cigarette holders; coin-operated amusement machines; matches; candles; lamp shades; feathers; artificial trees and flowers

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| <p><b>Networking Contacts to Seek:</b></p> <p>VPs or Directors of</p> <ul style="list-style-type: none"> <li>▪ Corporate Strategy</li> <li>▪ Marketing</li> <li>▪ Business Development</li> </ul> <p>Chief Operating Officers<br/>(In very small companies) CEO/Founder/President</p> | <p><b>Recruiters/Employment Agencies to Contact:</b></p> <ul style="list-style-type: none"> <li>▪ Re:Search International, Manchester, NH</li> <li>▪ Reid &amp; Company Executive Search, LLC, Portsmouth, NH</li> <li>▪ Adecco Staffing, Portsmouth, NH</li> <li>▪ Global Recruiters of Bedford, Bedford, NH</li> <li>▪ Cyr Associates, Inc., Wellesley Hills, MA</li> <li>▪ Drinkwater &amp; Associates, Beverly, MA</li> </ul> |
| <p><b>Associations to Investigate and Possibly Join</b></p> <ul style="list-style-type: none"> <li>• <a href="#">American Apparel &amp; Footwear Association</a></li> </ul>   |   |

- [Americas Apparel Producers' Network](#)
- [American Cotton Shippers Association](#)
- [American Fiber Manufacturers Association](#)
- [International Textile Manufacturers Federation](#)
- [Office of Textiles & Apparel](#)
- [The National Textile Center](#)

### Tradeshows to Consider Attending

- [Mercedes-Benz Fashion Week](#)
- [OFFPRICE Las Vegas](#)
- [OFFPRICE OP NYC](#)
- [OFFPRICE OPMiami](#)
- [Accessories Show Las Vegas](#)
- [Accessories Show NYC](#)
- [Miami Fashion Week](#)
- [Texprocess](#)
- [ITMF Annual Conference](#)

### Industry-focused Websites

#### [Fibre2Fashion - Apparel](#)

Apparel industry news.

#### [just-style](#)

Apparel, garment & textile industry news, analysis and research.

#### [Sewn Products Equipment & Suppliers of the Americas \(SPESA\)](#)

Links to apparel equipment makers, by category.

#### [Women's Wear Daily \(WWD\)](#)

Industry news.

#### [Fashion Footwear Association of New York](#)

New York Shoe Expo.

#### [Footwear News](#)

Industry news.

#### [Footwearbiz.com](#)

Industry news and product information.

### LinkedIn Groups to Join

#### [Textile, Apparel, Footwear & Fashion - Sales Marketing Sourcing Retail Jobs Media Events HR Textiles](#)

This group is for Retail Executives, Retail Experts, Product Development, Research Development, Innovator, Designers, Sourcing, Merchandisers, Trend Makers, Manufacturers, Sales, Operations Management, Marketing, Human Resource, Recruitment, Staffing, Finance Professional, Accountant, Buyer, Purchaser, Seller, Planning, District & Store managers, Online Marketing, E-Commerce, Consultant, Researchers, Fashion Expert, News, Magazine, Media, Writers, Ad Agencies to share ideas, thoughts, experiences, opportunities, market news, technical issues, analysis, current & future trends, jobs, innovations, technology & more

#### [Apparel & Accessory Jobs](#)

Community for fashion professionals seeking employment, recruiters seeking talent, and individuals wishing to 'linkin' & expand their networks.

### [Apparel and Footwear Sales Professionals](#)

Our aim is to provide a platform for dialogue between members on topics of professional interest. Allow members to enhance their professional networks and promote career opportunities within the sales function.

### [Brand Management Group](#)

The Brand Management Group allows you to get in touch with fellow colleagues, specialists, researchers, trend hunters, visionaries and future thinkers representing a cross-section of industries and services in BRAND MANAGEMENT. You can network with other professionals to stay connected, look for projects and share best practices, tips, techniques and strategies. Represented disciplines include Marketing, Brand Management, Consumer Insights, Strategic Planning, Product Development & Management, Innovation, Forecasting, Future Strategy and Trend Tracking, amongst others.

### [Jobs in New Hampshire](#)

The Jobs In New Hampshire group is a NH region networking group dedicated to reducing the number of unemployed professionals and unfilled career opportunities within the state of NH. We encourage NH companies to post available job opportunities within this group. We also encourage our group members to network, share NH job leads, share leads of professionals qualified to fill NH job opportunities, etc.

### **Facebook Groups to Join**

#### [Everything in New Hampshire](#)

This is The NH & All Of New England Facebook Page. Please feel free to post anything. Please let's Keep the negativity to a minimum and enjoy each others company. No nudity, vulgar language or attacking of other members. No fake post about cancer or post on giving away or selling of guns of any sort. If any members have any questions or concerns please feel free to contact any of our admins. They are as follows James Geschwindner, Sarah Geschwindner, Melissa Ordway, Sheila Riel Raynes, Sarah Whitman O'Day, Scott Mcdonough, Crystal Kelly, and Deborah I Reed. Enjoy the page and remember to post endlessly.

#### [New Hampshire Jobs](#)

A free community board for NH based businesses to post help wanted listings, and for the community to have a locally managed board to browse potential jobs, post jobs that you are in search of, and communicate with employers.

## Targeted Job Search Action Plan

| Next Steps  | Date |
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| 1. Write or update your resume. Make sure it is top notch and in the proper formats, so that you will feel confident using it. Create a file of model job search correspondence that you can draw from to quickly follow up on every opportunity.   |      |
| 2. Research each company and develop a file with info on each (you will use this info later). Go to their website. Google them. Check Glassdoor.com for company reviews. Eliminate any that you are definitely not interested.  |      |
| 3. For each company left on your list, look for information about the challenges and opportunities they face. How do your skills, past experiences, and past accomplishments align with these? How can you be of value to each company? Keep notes on everything.   |      |
| 4. Connect with each company of interest on LinkedIn, Facebook, and Twitter.  |      |
| 5. Set up Google Alerts for news about each company of interest.  |      |
| 6. Connect with the recommended recruiters and employment agencies on LinkedIn.   |      |
| 7. Connect on LinkedIn with employees in your target companies, especially in your functional area. Your ultimate goal is to connect with people in the positions listed above as "networking contacts to seek." These are likely the hiring managers for the types of positions you are targeting. But all connections are potentially valuable. |      |
| 8. Connect on LinkedIn with past employees of your target companies. Past employees are great resources for candid inside info about companies.   |      |
| 9. Network, network, network. Ask for advice, insights, and recommendations (AIR). Follow all leads. Network more. Always thank those who help you.   |      |
| 10. Connect on LinkedIn with the internal recruiters and HR managers of the companies you are targeting. Reach out to them and let them know of your interests  |      |
| 11. Check out the recommended associations. Join those that seem like a good fit and consider getting involved and attending events.  |      |
| 12. Join the recommended LinkedIn and Facebook Groups. Introduce yourself.  |      |
| 13. Network, network, network. Ask for advice, insights, and recommendations (AIR). Follow all leads. Network more. Always thank those who help you.  |      |
| 14. Visit each industry website at least weekly to stay up-to-date on industry happenings. Consider very selective (Do not spam! Be professional and selective.) posting items of interest that you find on these sites to relevant social media groups that you have joined.   |      |
| 15. Set up and attend informational interviews with the hiring managers (or others) in the companies you are targeting.   |      |
| 16. Are there trade shows or other industry events coming up? Try to attend. Get out from behind your computer. Meet people.  |      |

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| 17. Network, network, network. Ask for advice, insights, and recommendations (AIR). Follow all leads. Network more. Always thank those who help you.  |  |
| 18. Avoid sending your resume to HR. When possible, use your network contacts to get a personal introduction to the hiring manager for each opportunity and reach out to them.  |  |
| 19. Rinse and repeat. The companies identified in this report are not the ONLY employers out there. Follow up on all leads and start over whenever you learn of a new company of interest. As you conduct your search, keep records of everything.      |  |
| 20. Follow the above steps and before you know it, you will have landed a perfect new job without ever even looking at the job listings. But to be comprehensive and conduct a truly thorough search, now might be a good time to check the job boards. |  |