

Shulman Associates

Integrated Communications & Marketing Executive Search

Hello,

Traditional PR and corporate communications are morphing into more sophisticated and complex functions in Corporate America. What's more, these vital corporate activities are becoming more fully integrated with marketing functions to meet the new challenges of targeted customer segmentation, new technology platforms, thought leadership, viral marketing and other strategies. Simply put, corporate communications is much more complex than it used to be.

And that's why we are launching [this e-newsletter](#) -- to bring you some of the timely trends we hear about in the corporate communications function from the professionals we speak with daily.

For over 21 years we've been helping companies staff their communications and corporate marketing functions. As a result, we have many insights to share with you from clients and candidates.

We'd like your permission to include you on our distribution list. Our e-newsletters won't be frequent or self-serving; again, they're about sharing information and ideas.

Of course, we promise not to abuse your privacy or provide your email address to others. Plus, you can always unsubscribe whenever you wish.



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Thanks in advance,

Barry and Gordon

www.ShulmanAssoc.com

Gordon Chiang is a partner in Shulman Associates, a 16- year-old executive search firm specializing in recruiting for positions in corporate marketing, marketing communications, public relations and other leadership roles. Prior to joining Shulman Associates, he worked with a Silicon Valley-based technology company where he focused on marketing and executive management searches.

Barry Shulman founded Shulman Associates Executive Search firm in San Francisco in 1990 after four years as a vice president with The Goldman Group in New York City, a leading search firm. In the past 20 years, Shulman has assisted hundreds of corporations and PR agencies in structuring strategic communications functions and recruiting highly qualified executives to manage them. He speaks frequently at industry functions and contributes to various trade and business publications.

[Barry and Gordon can be reached by clicking here.](#)

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