

## **Barry Shulman Says CEOs Want Their Communications Executives to Excel at Positioning the Exec Team, Reaching Constituents and Boosting the Bottom Line**

San Francisco, CA – July 13, 2007 -- With corporate raiders, financial analysts and institutional investors all demanding "performance, performance, performance," there is little doubt what CEOs want from their communications executives: major support in positively positioning the company's leadership team as well as comprehensive programs to inform and influence a wide variety of constituents. The point? To impress upon shareholders, employees, customers, influencers and the community at large that the company's team, goals and objectives, and successes are leading to increased shareholder value.

That's what Barry Shulman, president of Shulman Associates, reminded readers in the June 2007 issue of *CW Bulletin*, the monthly e-newsletter of the International Association of Business Communicators. In his article entitled, "What CEOs Want—and Need—from Their Communications Executives," Shulman revealed that, "Those of us in the executive recruiting business see this renewed emphasis on performance every day. Chief executives, as well as their trusted advisors including heads of communications, are being held accountable for boosting shareholder value.

As a result of this renewed emphasis on bottom-line performance, Shulman said that there are noticeable changes to the communicator's responsibilities – and position descriptions – and the type of experience that is sought-after by corporations.

Here are the top five new trends in overall responsibility:

1. The communications executive's role today is much more comprehensive and complex than even five years ago.
2. The communications executive is far more visible today than in the past.
3. The communications executive is increasingly responsible for global programs.

4. The communications executive understands and influences strategic initiatives as related to business and industry-wide issues and trends.

5. The communications executive today is a super-manager par excellence.

Here are the top five areas of experience that is in demand by corporations:

1. Experience in change management.

2. Expertise with new media.

3. Global and multilingual capabilities.

4. Marketing communications experience.

5. Renewed emphasis on internal communications.

“The importance of finding a good fit between a corporation, CEO and his or her communications executive remains as critical as ever,” said Shulman. “Unfortunately, there is rarely a perfect fit.”

Because there are so many variables that need to be considered, most CEOs rely on specialized executive search firms to help create the communications position description, uncover the best candidates in the marketplace, assist in the final recruitment process and help in the negotiations.

The author’s firm, Shulman Associates, is a 20-year-old highly successful executive search organization that specializes in sourcing key talent in corporate communications, public relations, public affairs, marketing communications and other brand-building positions for companies, PR agencies and venture capital firms.

For more, visit [www.shulmanassoc.com](http://www.shulmanassoc.com). To set up interviews with Barry Shulman, contact Patricia Coate at emerson consulting group: 415-309-2231 or

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