

***** |



**Tips to help Cyber Security
Vendors 'Secure' Top Talent**

Tip #1:

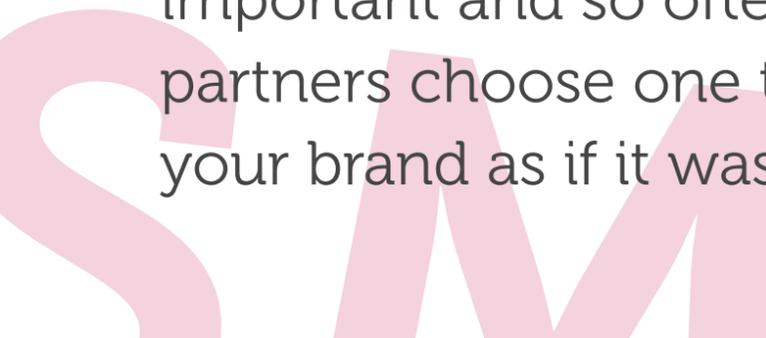
Positioning your brand story

Stott and May Inc.

Make no mistake whether you're looking for sales, pre-sales, product management or professional services talent the cyber security market is currently highly candidate driven.

To prize top talent away from your competitors candidates need to be completely sold on your brand. They need to believe in your direction of travel. Appreciate the uniqueness of your product and value proposition. Understand your growth story. Buy into your unique culture.

This all makes it pretty essential that anyone positioning your opportunities to potential candidates truly understands them on every level. Your role. Your market. Your key competitors. Your noteworthy clients. In this market finding the top talent to drive growth is one thing. But you need to convince them to make the move – a point that is equally important and so often overlooked. As a result if you are thinking about recruitment partners choose one that knows the cyber security space and can represent your brand as if it was their own.



Success Story #1:

Stott and May Inc.

BLUE COAT

Selling the Blue Coat brand story as part of 'Project Capacity' resulting in the placement of 42 sales and pre-sales professionals over 18 month period.

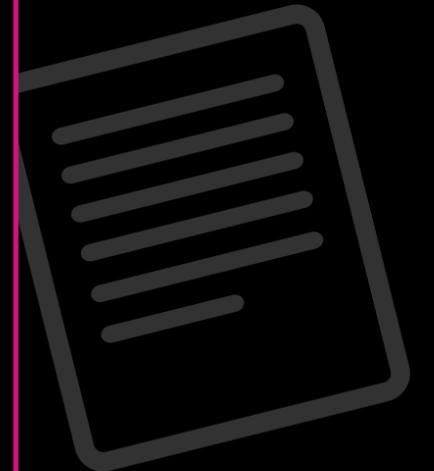
"Highly professional and offered a valuable understanding of the cyber security landscape. Easy to work with providing unique value in finding the right talent on time"

- Regional Sales Director

"Helped us in recruiting the right talent. Deep knowledge of the security market, well connected in the industry and always understood our requirements."

- Regional Sales Director

S
M



A proposition built on the marriage of quality and speed.

Since our formation in 2010, Stott and May have grown from a company of five to seventy five employees. Our business has experienced high double digit growth year on year and now deliver annual revenues exceeding £45 million. We came to the market during the worst financial crisis the world had ever seen, in the backdrop of a rapidly changing and increasingly competitive recruitment landscape. To survive or better yet thrive we needed to find an angle. A USP. A reason for people to use us. With that in mind, Stott and May launched with the intention of successfully bridging the gap between the pace and volume of contingent recruitment and the quality and service associated with executive search. The deep relationships we have developed with some of the world's most innovative and exciting technology brands demonstrates our ability to execute on this vision.

New York

10 West 18th Street
9th Floor, New York
NY 10011, USA

+1 929 276 3781
newyork@stottandmay.com

Greenville

101 N. Main Street
Suite 309, Greenville
SC 29601, USA

+1 929 777 8474
greenville@stottandmay.com

Reading

Ground Floor, Forbury Works
37-43 Blagrove Street
Reading, RG1 1PZ, UK

+44 (0) 118 908 1580
reading@stottandmay.com

Los Angeles

5792 W Jefferson Blvd
Los Angeles
CA 90016, USA

+1 310 237 6848
losangeles@stottandmay.com

London

6th Floor, Cannon Green
27 Bush Lane
London, EC4R 0AA, UK

+44 (0) 207 496 3650
london@stottandmay.com

Stott and May Inc.
Human Capital Management

