This matrix can be used to measure your compatibility with prospective Candidates for Advertising, Marketing, PR and/or any other Management Position Replace the text in the unprotected cells in blue with your own data.

Under each heading, you can customize the requirement – We also suggest listing them in order of priority to enable a review scan when complete. Rank each vendor from 1 to 5, 5 being strongest. Each column will tabulate your score to help you best determine your needs.

Click the 2nd tab at the bottom to visually compare using a Radar Graph

## **VP** Marketing

VP Marketing  Updated as of:	3/7/19									
		Bob	Jenny	Person	Person	Person	Person	Person	Person	Person
	Points	Smith	Jones	c	d	e	f	g	h	i
Chemistry	Possible									
Sense of Humor	5	3.5	4							
Reliability	5	4.5	4.5							
Warmth & Friendliness	5	1	1							
Fit With / Contribute to Our Culture Understands OUR Customers	5	1	1							
Accepts & Incorporates Top Management Ideas & Direction	5 5	1	i							
Do They Improve Our Corporate Gene Pool?	5	i	i							
Total Chemistry	35	13	14	0	0	0	0	0	0	0
Chemistry	100%	37%	39%	0%	0%	0%	0%	0%	0%	0%
Personal Style										
Sense of Style	5									
Energy & Personal Power	5									
Integrity Acknowledges / Appreciates Others	5 5									
Works Well Without Much Structure	5									
Thinks well on the fly - creative problem solver	5									
Punctuality / Follow up	5									
Positive view of the world	5									
Total Personal Style	40	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Personal Style	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		Bob	Jenny	Person	Person	Person	Person	Person	Person	Person
Management Experience & Capabilities		Smith	Jones	C	d	e	f	g	h	i
Previously as a Marketing Director/Manager	5									
Planning & Organizing	5									
Long-Range thinking	5									
Monitoring Results	5									
Software Industry Background / Knowledge	5									
Success of previous companies Simplifying procedures	5 5									
Ability to Schedule details and implement programs	5									
Ability to manage and mentor staff	5									
Ability to locate, hire and manage contractors and vendors	5									
Budgeting	5									
Field Sales Experience	5									
International Total Management Experience / Capabilities	5 65.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Management Experience & Capabilities  Management Experience & Capabilities	100%	0.0	0%	0.0	0%	0.0	0.0	0.0	0%	0%
management experience & Capabilities	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Marketing Skills										
Ability to determine Marketing Requirements for products	5									
Grasp of our Current Product Line	5									
Ability to Manage Product Launches	5									
Ability to manage and execute Direct Mail	5 5									
Ability to manage and execute Advertising	5									
Ability to manage and execute Public Relations	5									
Ability in Mail List management & mail list marketing Ability in On-line Marketing	5 5									
Experience with Software Resellers, Programs & Strategies	5									
Success with Social Media	5									
Additional / Extraordinary Marketing Talents	5									
Total Marketing Skills	55	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Marketing Skills  Marketing Skills	55 100%	0.0	0.0 0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0%	0%	0%	0%	0%	0%	0%	0%	0%
Marketing Skills		0% Bob	0% Jenny	0% Person	0% Person	0% Person	0% Person	0% Person	0% Person	0% Person
Marketing Skills Technical Skills	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Marketing Skills  Technical Skills  PC Literacy	100%	0% Bob	0% Jenny	0% Person	0% Person	0% Person	0% Person	0% Person	0% Person	0% Person
Marketing Skills Technical Skills PC Literacy Macintosh Literacy	100% 5 5	0% Bob	0% Jenny	0% Person	0% Person	0% Person	0% Person	0% Person	0% Person	0% Person
Marketing Skills Tochnical Skills PC Literacy Macintosh Literacy Windows Literacy	100%	0% Bob	0% Jenny	0% Person	0% Person	0% Person	0% Person	0% Person	0% Person	0% Person
Marketing Skills PC Literacy Macintosh Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used	100% 5 5 5 5 5	0% Bob Smith	0% Jenny Jones	0% Person c	0% Person d	0% Person e	0% Person f	0% Person g	0% Person h	0% Person i
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Familiarity with Current Technology in the Industry	100% 5 5 5 5 5 5 5 5	0% Bob Smith	0% Jenny Jones	0% Person c	0% Person d	0% Person e	0% Person f	0% Person g	0% Person h	0% Person
Marketing Skills PC Literacy Macintosh Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used	100% 5 5 5 5 5	0% Bob Smith	0% Jenny Jones	0% Person c	0% Person d	0% Person e	0% Person f	0% Person g	0% Person h	0% Person i
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Marketing Skills PC Literacy Macintosh Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills Technical Skills Communication	5 5 5 5 5 5 5 100%	0% Bob Smith	0% Jenny Jones	0% Person c	0% Person d	0% Person e	0% Person f	0% Person g	0% Person h	0% Person i
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Technical Skills  Communication Generous Listener	100%  5 5 5 5 5 100%	0% Bob Smith	0% Jenny Jones	0% Person c	0% Person d	0% Person e	0% Person f	0% Person g	0% Person h	0% Person i
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Technical Skills  Gommunication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed	100%  5 5 5 5 5 7 100%	0% Bob Smith	0% Jenny Jones	0% Person c	0% Person d	0% Person e	0% Person f	0% Person g	0% Person h	0% Person i
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills  Technical Skills  Communication Generous Listency Open & Honest — Speaks Straight Fully Scil Expressed Presentation Experience & Abilities	100%  5 5 5 5 5 5 100%	0% Bob Smith	0% Jenny Jones	0% Person c	0% Person d	0% Person e	0% Person f	0% Person g	0% Person h	0% Person i
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Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills  Technical Skills  Communication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed Presentation Experience & Abilities Wirting Skills & Style Ability to teach (both customers and staff)	100%  5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith	0% Jenny Jones	0% Person c	0% Person d	0% Person e	0% Person f	0% Person g	0% Person h	0% Person i
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Technical Skills  Communication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is swell connected and a good networker	100%  5 5 5 5 5 7 100%  5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith  0 0	0% Jenny Jones  0 0%	O% Person C  0  0	0% Person d 0 0	O% Person e  0  0%	O% Person f  0 00	0% Person g 0 0	O% Person h  0  0%	0% Person i 0 0
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Varializarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills  Technical Skills  Gommunication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed Presentation Experience & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker Total Communication	5 5 5 5 5 5 5 7 100%	0% Bob Smith  0 0%	0% Jenny Jones  0 0%	0% Person c 0 0 0%	0% Person d 0 0%	0% Person e 0 0%	0% Person f 0 0%	0% Person g 0 0%	0% Person h 0 0 0%	0% Person i 0 0 0%
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Technical Skills  Communication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is swell connected and a good networker	100%  5 5 5 5 5 7 100%  5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith  0 0	0% Jenny Jones  0 0%	O% Person C  0  0	0% Person d 0 0	O% Person e  0  0%	O% Person f  0 00	0% Person g 0 0	O% Person h  0  0%	0% Person i 0 0
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Varializarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills  Technical Skills  Gommunication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed Presentation Experience & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker Total Communication	5 5 5 5 5 5 5 7 100%	0% Bob Smith  0 0%	0% Jenny Jones  0 0%	0% Person c 0 0 0%	0% Person d 0 0%	0% Person e 0 0%	0% Person f 0 0%	0% Person g 0 0%	0% Person h 0 0 0%	0% Person i 0 0 0%
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Varializarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills  Technical Skills  Gommunication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed Presentation Experience & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker Total Communication	5 5 5 5 5 5 5 100% 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith  0 0 0%	0% Jenny Jones  0 0%	0% Person c 0 0 0%	0% Person d 0 0 0 0%	0% Person e 0 0 0%	0% Person f 0 0 0%	0% Person g 0 0 0 0%	0% Person h 0 0 0%	0% Person i 0 0 0%
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Technical Skills  Technical Skills  Generous Listency Open & Honest — Speaks Straight Fully Self Expressed Presentation Skills & Syle Ability to teach (both customers and staff) Is well connected and a good networker  Total Communication  Communication	5 5 5 5 5 5 5 100% 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith  0 0%  0.0 0% Bob	0% Jenny Jones  0 0%	0% Person 0 0 0 0%	0% Person 0 0 0 0%	0% Person 0 0 0%	0% Person 0 0%	0% Person 0 0 0%	0% Person 0 0%	0% Person  0 0% 0%
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Windows Literacy Windows Literacy Windows Literacy Tamiliarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Communication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed Presentation Experience & Abilities Writing Skills & Syle Ability to teach (both customers and staff) Is well connected and a good networker  Total Communication  Communication  Porsonal Background Education  Porsonal Background Googning Self Improvement	100%  5	0% Bob Smith  0 0%  0.0 0% Bob	0% Jenny Jones  0 0%	0% Person 0 0 0 0%	0% Person 0 0 0 0%	0% Person 0 0 0%	0% Person 0 0%	0% Person 0 0 0%	0% Person 0 0%	0% Person  0 0 0%
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Marketing Skills  Tochnical Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Windows Literacy Windows Literacy Tamiliarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Technical Skills  Communication Generous Listener Generous Listener Generous Listener Foreneitation Experience & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker  Total Communication  Communication  Porsonal Background  Education  Ongoing Schl Improvement Ongoing Education Hobbies & Sports	100%  5	0% Bob Smith  0 0%  0.0 0% Bob	0% Jenny Jones  0 0%	0% Person 0 0 0 0%	0% Person 0 0 0 0%	0% Person 0 0 0%	0% Person 0 0%	0% Person 0 0 0%	0% Person 0 0%	0% Person  0 0 0%
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Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills  Total Technical Skills  Communication Generous Listener Open & Honest — Speaks Straight Fully Self Expressed Presentation Experience & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker  Total Communication  Communication  Personal Background  Education Ongoing Self Improvement Ongoing Self Improvement Ongoing Self Improvement Ongoing Education Hobbies & Sports Past Influences / Role Models	100%  5 5 5 5 5 5 7 100%  5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith  0 0 0%  0.0 0% Bob Smith	0% Jenny Jones  0 0 0%  United the second of	0% Person C 0 0 0% Person C 0 0%	0% Person d 0 0 0% Person d 0 0%	0% Person e 0 0 0% 0% Person e e	0% Person  0  0%  0%  Person  f	0% Person g 0 0 0% 0% Person g	0% Person h 0 0% 0% Person h h 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Person  0 0 0%  0% Person
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Supposed Hospitals  Fersional Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker  Total Communication  Communication  Personal Background  Education Ongoing Self Improvement Ongoing Education Hobbite & Sports Past Influences / Role Models  Total Personal Background  Personal Background	100%  5	0% Bob Smith 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Jenny Jones  0 0%  United States of the s	0% Person 0 0% 0% 0.0 0% 0.0 0.0 0.0 0.0	0% Person d 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Person e 0 0% 0.0 0% Person e	0% Person f 0 0% 0% Person f 0.0	0% Person g 0 0% 0.0 0% Person g	0% Person h 0 0% 0% Person h 0.0	0% Person i 0 0% 0.0 0%
Marketing Skills  PC Lieracy Macintosh Literacy Windows Lieracy Windows Lieracy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Technical Skills  Technical Skills  Technical Skills  Technical Skills  Technical Skills  Formunication Generous Listener Generous Listener Generous Listener Fully Self Expressed Presentation Experience & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker  Total Communication  Communication  Forsonal Background Education Ongoing Self Improvement Ongoing Education Hobbies & Sports Past Influences / Role Models  Total Personal Background  Personal Background  Compensation  Compensation	100%  5	0% Bob Smith 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Jenny Jones  0 0%  United States of the s	0% Person 0 0% 0% 0.0 0% 0.0 0.0 0.0 0.0	0% Person d 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Person e 0 0% 0.0 0% Person e	0% Person f 0 0% 0% Person f 0.0	0% Person g 0 0% 0.0 0% Person g	0% Person h 0 0% 0% Person h 0.0	0% Person i 0 0% 0.0 0%
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used  Total Technical Skills  Supposed Hospitals  Fersional Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker  Total Communication  Communication  Personal Background  Education Ongoing Self Improvement Ongoing Education Hobbite & Sports Past Influences / Role Models  Total Personal Background  Personal Background	100%  5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Jenny Jones  0 0%  United States of the s	0% Person 0 0% 0% 0.0 0% 0.0 0.0 0.0 0.0	0% Person d 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Person e 0 0% 0.0 0% Person e	0% Person f 0 0% 0% Person f 0.0	0% Person g 0 0% 0.0 0% Person g	0% Person h 0 0% 0% Person h 0.0	0% Person i 0 0% 0.0 0%
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Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Yamidarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills  Technical Skills  Technical Skills  Technical Skills  Technical Skills  Technical Skills  Communication Generous Listener Generous Listener Generous Listener Fully Self Expressed Presentation Experience & Abilities Writing Skills & Style Ability to teach (both customers and staff) Is well connected and a good networker  Total Communication  Communication  Personal Background Education Ongoing Self Improvement Ongoing Education Hobbits & Sports Past Influences / Role Models  Total Personal Background  Personal Background  Base Salary Requirements Performance Compensation Requirements Equity Requirements Equity Requirements Relocation Costs / Other Considerations	100%  5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Jenny Jones  0 0%  United States of the s	0% Person 0 0% 0% 0.0 0% 0.0 0.0 0.0 0.0	0% Person d 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Person e 0 0% 0.0 0% Person e 0.0	0% Person f 0 0% 0% Person f 0.0	0% Person g 0 0% 0.0 0% Person g	0% Person h 0 0% 0% Person h 0.0	0% Person i 0 0% 0.0 0%
Marketing Skills  PC Literacy Macintosh Literacy Windows Literacy Windows Literacy Familiarity with Current Technology in the Industry Capable of Understanding how DUKE works and is used Total Technical Skills  Total Technical Skills  Technical S	100%  5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	0% Bob Smith 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Jenny Jones  0 0%  United States of the s	0% Person 0 0% 0% 0.0 0% 0.0 0.0 0.0 0.0	0% Person d 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0% Person e 0 0% 0.0 0% Person e 0.0	0% Person f 0 0% 0% Person f 0.0	0% Person g 0 0% 0.0 0% Person g	0% Person h 0 0% 0% Person h 0.0	0% Person i 0 0% 0.0 0%
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