

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**

Updated as of:		3/7/19	Bob Smith	Jenny Jones	Person c	Person d	Person e	Person f	Person g	Person h	Person i
<b>Chemistry</b>		<b>Points Possible</b>									
Sense of Humor		5	3.5	4							
Reliability		5	4.5	4.5							
Warmth & Friendliness		5	1	1							
Fit With / Contribute to Our Culture		5	1	1							
Understands OUR Customers		5	1	1							
Accepts & Incorporates Top Management Ideas & Direction		5	1	1							
Do They Improve Our Corporate Gene Pool?!		5	1	1							
<b>Total Chemistry</b>		<b>35</b>	<b>13</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<i>Chemistry</i>	100%	37%	39%	0%	0%	0%	0%	0%	0%	0%
<b>Personal Style</b>											
Sense of Style		5									
Energy & Personal Power		5									
Integrity		5									
Acknowledges / Appreciates Others		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									
<b>Total Personal Style</b>		<b>40</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
	<i>Personal Style</i>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Management Experience &amp; Capabilities</b>			Bob Smith	Jenny Jones	Person c	Person d	Person e	Person f	Person g	Person h	Person 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		5									
Simplifying procedures		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		5									
<b>Total Management Experience / Capabilities</b>		<b>65.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
	<i>Management Experience &amp; Capabilities</i>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Marketing Skills</b>											
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									
Ability to manage and execute Advertising		5									
Ability to manage and execute Public Relations		5									
Ability in Mail List management & mail list marketing		5									
Ability in On-line Marketing		5									
Experience with Software Resellers, Programs & Strategies		5									
Success with Social Media		5									
Additional / Extraordinary Marketing Talents		5									
<b>Total Marketing Skills</b>		<b>55</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
	<i>Marketing Skills</i>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Technical Skills</b>			Bob Smith	Jenny Jones	Person c	Person d	Person e	Person f	Person g	Person h	Person i
PC Literacy		5									
Macintosh Literacy		5									
Windows Literacy		5									
Familiarity with Current Technology in the Industry		5									
Capable of Understanding how DUKE works and is used		5									
<b>Total Technical Skills</b>		<b>25</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<i>Technical Skills</i>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Communication</b>											
Generous Listener		5									
Open & Honest — Speaks Straight		5									
Fully Self Expressed		5									
Presentation Experience & Abilities		5									
Writing Skills & Style		5									
Ability to teach (both customers and staff)		5									
Is well connected and a good networker		5									
<b>Total Communication</b>		<b>35</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
	<i>Communication</i>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Personal Background</b>			Bob Smith	Jenny Jones	Person c	Person d	Person e	Person f	Person g	Person h	Person i
Education		5									
Ongoing Self Improvement		5									
Ongoing Education		5									
Hobbies & Sports		5									
Past Influences / Role Models		5									
<b>Total Personal Background</b>		<b>25</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
	<i>Personal Background</i>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Compensation</b>											
Base Salary Requirements		5									
Performance Compensation Requirements		5									
Equity Requirements		5									
Relocation Costs / Other Considerations		5									
Recruitment Costs		5									
Relationship with Important Vendors / Customers		5									
<b>Total Compensation</b>		<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<i>Compensation</i>	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>TOTAL POINTS</b>		<b>310.0</b>	<b>13.0</b>	<b>13.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
	<i>Average Points Per Item</i>	5.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	<i>Overall Compatibility</i>	100%	4%	4%	0%	0%	0%	0%	0%	0%	0%

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