



Company Background

Heidrick & Struggles is the world's leading executive search firm. Heidrick & Struggles has developed an international reputation for quality service, which means identifying and recruiting senior executives who have had and will continue to have a significant impact upon shareholder value and the achievement of strategic objectives in the firm's client companies. The company was named the best performing search firm by the International Association of Corporate and Professional Recruitment in November 1998.

With the electronic recruiting market at \$10 billion annually and growing, Heidrick & Struggles' senior management needed a new competitive strategy that would capitalize on the company's reputation for high quality service, while leveraging the Internet to reinforce its brand as the premier executive search firm.

The Opportunity

Heidrick & Struggles' first step was to create a leading edge Internet Executive Search Service that would target middle and top tier IT professionals, matching them with high caliber technology positions. Furthermore, this new venture would pioneer a unique targeted marketing plan and customized Web site for each corporate client. Each client's site would highlight the company's specific opportunity, location, hiring manager, benefits package, and corporate culture, and would include anecdotes from current employees. Lastly, it was vitally important that applicant skills be extracted quickly and easily from a resume, creating the need for a highly-developed search and extraction engine.

The matching engine developed for LeadersOnline contained a text extraction system that created a list of relevant skills from a cut-and-pasted resume.

Heidrick & Struggles turned to Euphorion to plan, design, develop, and launch the only end-to-end online recruiting service with proactive sourcing, sophisticated candidate-to-job matching, applicant tracking, work flow, and automatic background verifications. LeadersOnline.com was born.

Advanced Matching Technology for High Touch Executive Search Services

The matching engine developed for LeadersOnline contained a text extraction system that created a list of relevant skills from a cut-and-pasted resume, a revolutionary step in the job search market. Using Euphorion proprietary technology, it then matched a candidate's extracted profile and resume against available positions' requirements. This technology made job matching much more valuable to both recruiters and applicants, resulting in more search results of direct relevance to the candidate and fewer "misses." Recruiters were able to go through a highly interactive, yet simple process to create a job posting including a list of required and desired skills, and automatically match all candidates based on their skill base. The end result was that both candidates and recruiters saw a web site personalized to their intent, making searches and matches faster, easier, and more accurate from both sides.

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In addition, Euphorion developed innovative new features for the LeadersOnline site such as:

- Wizard-like capabilities to help candidates rapidly complete a comprehensive skills profile.
- Tools that enable both recruiters and job seekers to create intelligent agents that monitor resume submissions and job postings and to notify them via email as new candidates or new jobs become available that meet their criteria.
- Seamless integration with *Avert*, an Internet-based pre-employment screening firm that automatically performs online background checks.

Since time to market was critical, Euphorion applied its Rapid Custom Deployment (RCD) methodology to move from idea conception to a launch ready site in just 17 weeks. The new business, www.leadersonline.com, was launched in March 1999 and has received highly favorable press reviews and extraordinary feedback from recruits as well as employers. Its comprehensive functionality and robust technology were cited as significant contributors to Heidrick & Struggles' successful IPO. Today, LeadersOnline continues to be the number one Internet Executive Search firm, serving leading companies from five countries around the world and expanding its presence internationally.

