

R. Gaines Baty Associates, Inc.

Retained Executive Search Services since 1977

When failure is not an option.

Who We Are

R. Gaines Baty Associates retained executive search has served many of the most recognized names across the U.S.

- **Led by R. Gaines Baty**, a current Board executive, published author, and industry expert on recruitment, succession planning, training and corporate advisory services, with 40+ years of executive search experience.
- **Long history of success** with prominent firms such as PricewaterhouseCoopers, IBM, Accenture, Siemens, Leidos, Nordic Consulting, Dell/Perot, Booz & Co, Optum, Atos/Xerox, Sabre Technologies, BCBS, CTG, etc.
- **Expertise in** Board/C-suite, GM, VP- and Director-level searches for strategic talent.
- **Specializing in** Technology/IT, Consulting, Healthcare, Managed Services, Cybersecurity, Government, Insurance, Finance, Manufacturing/Industrial, Energy and Utilities, among other industries and functions.
- **Extensive proprietary network**, best-in-class methodologies, and a seasoned and trusted team with the competencies required to tackle our clients' most important leadership objectives.
- **Recognized as** "the most strategic search firm in the industry", providing you with improved business outcomes and a competitive advantage.

Our Track Record

Four decades of success, forged on a track record of **exemplary performance** and **repeat business** -- the greatest indicator of quality search work.

- **98% repeat/referred client ratio**, among the best in the industry. Performance-based loyalty for over 40 years...a reflection of trust earned through superior results...*not by chance*.
- RGBA has enabled many preeminent organizations to achieve high-reaching goals, for example:
 - **Perot Systems/Dell** – 60+ searches completed – Helped **TRIPLE REVENUES**, grow the Healthcare & Government Health practices, and gain recognition as “the #1 Services firm in Healthcare”
 - **PwC** – 16 searches – Helped build top-tier Healthcare IT practice and leadership team of today and the future
 - **Baylor Scott & White Health** – 4 searches – North TX CIO, VP Digital Innovation, VP Digital Health & Physician Executive, and Cybersecurity Leader
 - **Blue Cross Blue Shield** – ~15 searches – Upgraded Health Enterprise and Technical Services leadership teams for various BCBS licensees and subsidiaries across the U.S.
 - **Top-tier and mid-tier organizations** have partnered with RGBA to improve business outcomes; e.g, Booz Allen, Alix Partners, IBM, Sevin Rosen, Austin Partners, Pariveda, Fujitsu Telco, Siemens, EDS, etc.

These organizations can do business with any search firm in the world, but they repeatedly trust R. Gaines Baty with the most important and critical search projects. This is no accident.

Representative Completed Searches

RGBA expertise: Leadership for **Strategic & Growth/BD Initiatives** • **“Team” Searches** • **Organizational Turnarounds** • **Productivity Improvement** • **Opportunistic Talent Upgrades** • **Confidential Replacements:**

GENERAL MANAGEMENT

CEO/President – IT Managed Services Company

CEO – Emerging, Transformational Software Firm

CEO – Medicare, Medicaid & Commercial Payer Services Provider

President, Government Healthcare - Global Business Solutions Corporation

President, Payer Industry Segment - Premier IT Services Firm

Physician Executives, Chief Medical Officer & Chief Nurse Executive – Major Solutions Provider and Big 4 Advisory

PROFESSIONAL SERVICES MANAGEMENT

Partners / National Practice Leaders, Numerous Industries, Functions & Locations – Big 4 and Boutique Advisory Firms

Consulting Practice Leadership – Mid-market Software & Services Firm

Senior Client Partners – Boutique, National & Global Services Firms

Numerous Regional Office Managing Partners – Mid-tier IT Strategy Consulting Firms

SALES MANAGEMENT

SVP / Chief Client and Revenue Officers – Consulting, Managed Services and IT Solutions Firms

SVP Enterprise Services and VP Business Development – Fortune 50 Global Products & Services Firm

VPs of Sales / BD and Sales Teams – Multiple Solutions, Services and Technology Firms

IT MANAGEMENT

VP IT Service Operations – Regional Technology Managed Services Provider

VP Digital Innovation and Director Innovation Office – Large Integrated Health System

CIO's – Various B2B Services, Healthcare Payer and Provider Organizations

Cybersecurity Officer – Major Integrated Health System

CIO & VP Business Intelligence – Well-Recognized Insurance Carrier/Brand

CTO's and VP/Chief Architects - Global Solutions Providers

Our Differentiators

Keys to our success: proven process • unmatched expertise • integrity • commitment • client communication / teamwork • track record of consistent results.

- **Proven search process tailored to your unique needs:** Our sophisticated methodology includes time invested with clients to understand your organization, culture, role, challenges, objectives, and vision; leverages a proprietary network of over 100K executives who support our identification of exceptional talent; and results in better candidate vetting. You can count on better outcomes.
- **Successful body of work in your domain:** We understand your business, target the right people from the right places, add value through competitive intelligence and market feedback, and achieve more timely results.
- **Experience:** Each team member has at least 20 years of well-honed executive search expertise, as well as industry leadership experience; trained by top experts in the recruitment industry.
- **Communication:** We are responsive, engage with our clients frequently, and keep you informed.
- **Commitment:** RGBA search consultants demonstrate the utmost discretion, professionalism and ethical standards. We protect your interests, partner in your success, and are motivated to meet your business needs.
- **National, regional and local reach:** Minimal “off-limits” restrictions and broader selection of qualified talent.
- **Board-level executive perspective:** Gaines Baty is on the Board of Matador Resources (NYSE: MTDR).
- **Results-based fee structure:** We share the risk and sense of urgency, and are committed to your success.

What Clients Say about RGBA

“We were proclaimed ‘#1 Service Provider in Healthcare’, and tripled our revenues. RGBA was instrumental in this effort. Many candidates complemented your thoroughness and approach. You found many of the leaders responsible for driving this success...talent we could not find on our own. RGBA deserves significant credit for our success. We could not have done it without you.”

President - #1 Service Provider in Healthcare

“This has been the best process I’ve experienced. I’ve used a lot of other search firms and have received the best service, by far, from yours. You brought the right people from the right companies, and provided valuable competitive information.”

SVP, Sales - Major Healthcare BPO / IT Outsourcing Services Organization

“I’ve contracted many search firms over my career for everything from division presidents to sales folks...this was unequivocally *the* best search I’ve been involved in. The overall quality of candidates presented was extraordinarily high, and your team demonstrated the utmost professionalism and value add.”

CEO - Emerging Technology Company

“We are pleased with the results of this search and the way it was conducted. Every candidate was highly complimentary of the process and professionalism. This creates the positive image we want in the marketplace.”

CIO - International Foods Manufacturer

“RGBA is a true business partner...there’s no reason to call anyone else.”

CEO - VC Portfolio Company

“RGBA is the most strategic search firm in Healthcare.”

Partner - Big 4 Advisory Firm

What's the REAL Difference?

RGBA "Results-Based Search"

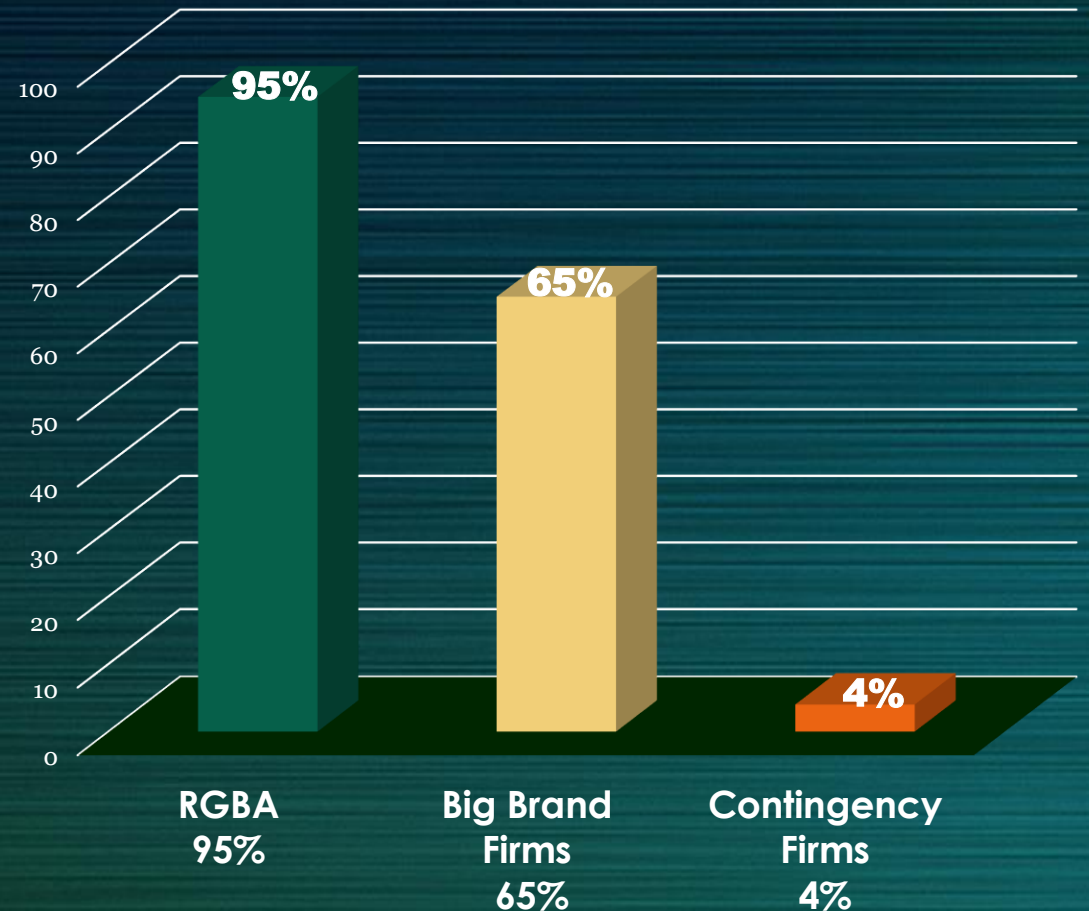
Successfully completed 95% of projects since 1997, resulting in a 98% repeat/referred customer loyalty ratio... among the best in the industry.

Big Brand Retained Firms

Complete a reported 55% - 75%, or an average of 65%, of all search assignments.

Typical Contingency Firms

Complete only 4% (1 of 25) "job orders".



Our Team

Our team approach ensures a more comprehensive search, broader reach, and better results. Key RGBA team members:

- **R. Gaines Baty** -- BBA, Texas Tech University. IBM alumnus. 40+ years in Executive Search. Board Director for Matador Resources (NYSE: MTDR). Two-term President of both the Society of Executive Recruiting Consultants (SERC) and the Independent Recruiter Group (IRG). A trusted executive search partner, recruiting and career strategist, trainer, and published author; often sought by prominent firms, executives and renowned industry publications for his executive advisory services, professional counsel and insight.
- **Lori Lagergren** -- DVM, MS and BS, Texas A&M University. Former Practice Manager for EMA Group. 23+ years in Executive Search/Recruiting for Senior IT leaders, General Management and Professional Services executives in a variety of domains, including Healthcare and Technology.
- **Melinda Reitman** – BA, Baylor University. Former President, The Wahl Company, Cerner Branch Executive, and Accenture/Andersen Consulting Executive. 35+ years in Management Consulting, Consulting Operations leadership, Healthcare Software/Services management, Manufacturing senior management, and Executive Search.
- **Michele Smyers** – BA, Psychology/Org Development, University of Texas at Dallas. Alumnus of Coopers & Lybrand (PwC), James Martin & Co. (Headstrong/Genpact), BSG Consulting (Per-Se/McKesson), and BRC Holdings (ACS/Xerox/Atos). Over 26 years in IT, Consulting and Outsourcing HR Management and Recruiting, with 21+ years in Executive Search.
- **Keith Southerland** – MBA, University of Dallas, and BS, Indiana University. Conducted over 900 executive searches for public, non-profit & multi-hospital health systems, associations, pediatric health systems, academic medical centers, & managed care organizations. Began 36 year executive search career with WittKieffer, rising to EVP & Practice Lead. Later, as Senior Partner with Korn Ferry, conducted high-profile CEO/COO searches for a wide range of US healthcare systems. Member ACHE & NACHRI. Of Counsel.

Contact us

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