

# R. Gaines Baty Associates, Inc.

Retained Executive Search Services since 1977

*Forbes* “Best U.S. Executive Recruiting Firms”

*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 Guidehouse, PricewaterhouseCoopers, MAXIMUS, IBM, Accenture, Siemens/Cerner, Leidos, Nordic Global, Perot Systems/Dell Services, Booz, Optum, Atos, Xerox, Unisys, Sabre Technologies, CTG, and BCBS (several “Blues”), among many others.
- **Expertise in** Board/C-suite, GM, VP, and Director-level searches for strategic talent.
- **Specialization in** Technology/IT, Consulting, Managed Services/ITO/BPO, Cybersecurity, Healthcare, VC/Private Equity, Government, Insurance/Financial Services, Manufacturing/Industrial, Energy/O&G, Utilities, and BD/Sales, among other industries/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 by clients as** “the most strategic search firm in the industry”, and by Forbes as among the best U.S. executive search firms, providing improved business outcomes and competitive advantage.

# Our Track Record

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

- **100% successful completion ratio and repeat/referred client ratio**, among the best in the industry. Performance-based loyalty for 40+ years – trust earned through superior results...*not by chance*.
- RGBA has enabled many preeminent organizations to achieve high-reaching goals, for example:
  - **Nordic Global** – 16 searches completed – Built leadership team, i.e., CEO, CFO, CHRO, EVP Enterprise Svcs, Presidents of UK and Canada, Advisory Practice Lead, SVP Global Infrastructure, Chief Client Officer
  - **Perot Systems/Dell Services** – 60+ searches completed – Helped **TRIPLE REVENUES**, grow the Healthcare & Government Health practices, and gain recognition as “**the #1 Services firm in Healthcare**”
  - **PricewaterhouseCoopers** – 16 searches – Helped build top-tier IT & Advisory practices and leadership team of today and the future
  - **MAXIMUS** – 6 searches completed – Built US salesforce. Doubled new sales.
  - **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 Enterprise and Technical Services leadership teams for various BCBS licensees and subsidiaries across the U.S.
  - **Other top-tier and mid-tier organizations** have partnered with RGBA to improve business outcomes; e.g., Guidehouse, Booz, Alix Partners, IBM, Sevin Rosen, Austin Partners, Pariveda, Fujitsu, Atos/Xerox, 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 – Private Equity-backed, industry-leading IT & Advisory Services Provider  
CEO/President – IT Managed Services Company  
CEO – Emerging, Transformational Software Firm  
CEO – Medicare, Medicaid & Commercial Payer Services Provider  
Presidents of UK/EMEA, Canada, Payer, and Government Healthcare Industry - Global IT Services & Solutions Firms  
Physician Executives, Chief Medical Officer & Chief Nurse Executive – Major Solutions Provider and Big 4 Consultancy

## 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

SVPs / Chief Client and Revenue Officers and Sales Teams – 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

SVP Global Infrastructure Services – Global Advisory & Managed Services Provider  
VP Digital Innovation, Cybersecurity Officer and Director Innovation Office – Major Integrated Health System  
VP IT Service Operations – Regional Technology Managed Services Provider  
CIO's – Various B2B Services, Healthcare Payer and Provider Organizations  
CIO & VP Business Intelligence – World-renowned Insurance Carrier/Brand  
CTO's and VP/Chief Architects - Global Solutions Providers

# RGBA Best-in-Class Search Process



# Our Differentiators

**Keys to our success:** trust • proven process • unmatched expertise • integrity • commitment • personalized, highest priority service • client communication and partnership • teamwork • lengthy 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(s), challenges, objectives, and vision; leverages a proprietary network of 100K+ executives who support our identification of exceptional talent; and better results in 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 search results. Recent results...100% completion ratio, \$500MM value-add/ROI
- **Experience:** Each team member has industry leadership experience and 20+ years of well-honed executive search expertise; 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 overall success, and are motivated to meet your business needs.
- **National, regional and local reach:** Minimal “off-limits” restrictions; broader selection of qualified talent.
- **Board-level executive perspective:** Gaines Baty is on the Board of Matador Resources (NYSE: MTDR).
- **Results-based retained fee structure:** We share your 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"

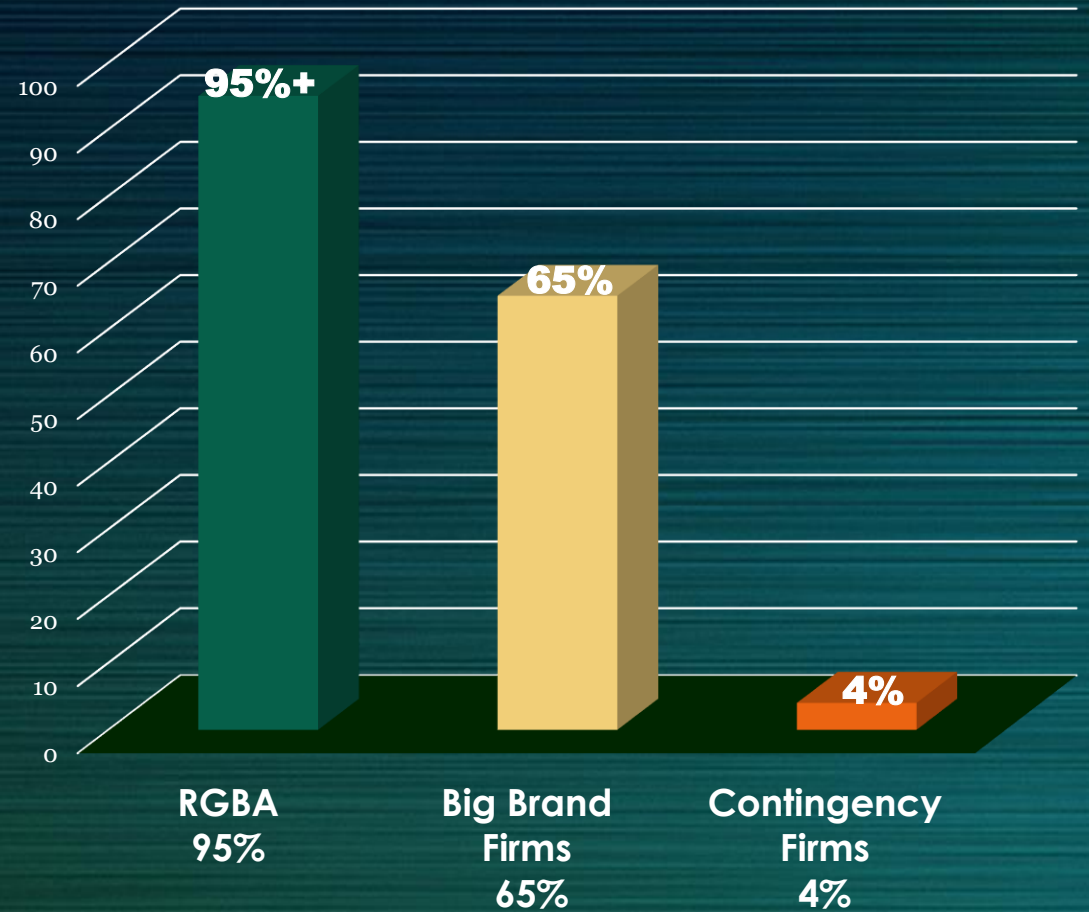
Successfully completed 95%+ of projects since 1997, resulting in a 98% repeat/referred customer loyalty ratio... among the best in the industry.

## 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. 25+ 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. 36+ years in Management Consulting, Consulting Operations leadership, Healthcare Software/Services management, Manufacturing senior management, and Executive Search.
- **Kristen Dearing** – BA, Finance, University of Oklahoma. Formerly Chief Marketing Officer at Women Fighting for America, SVP Sales and Marketing at Brierley+Partners (*widely acclaimed global loyalty consulting and technology provider*), Global Sales Leader at Oracle, and Sales Leader at Sun Microsystems. Began career in consulting at Accenture. Extensive subject matter expertise in Digital Marketing, Tech/IT, Consulting and Sales leadership across industries. A trusted client partner in the vetting and recruitment of game-changing leadership talent.
- **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), and BRC Holdings (ACS/Xerox/Atos). Over 27 years in Consulting, IT, and Outsourcing HR Management and Recruiting across multiple industries, with 25+ years in Executive Search at RGBA.

# Contact us

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