

# Executive Retained Search

*The Leaders You Need for What Comes Next*

Executive hires define how a company performs. We place C-suite and senior leaders who match your stage, operating model, and growth priorities.

Our search practice identifies proven operators with the depth, judgment, and experience to lift execution and prepare the organization for the expectations ahead.

## Leadership Strength Changes Everything

The right leader strengthens the entire business:

- Faster decisions with clear ownership
- Stronger planning and execution across teams
- Higher performance and healthier culture
- Better alignment with investors and the board
- Leadership capacity that matches growth

## The Moments That Demand More

High-growth organizations partner with us when they want to elevate leadership before expectations rise:

- Preparing for stronger execution as the business expands
- Adding leadership depth for new goals or complexity
- Ensuring the next stage is led by experienced operators
- Preparing the team for a capital event or major initiative

## Roles That Drive Performance

We place leaders across critical growth functions:



### SALES

Build repeatable revenue and scalable teams



### MARKETING

Strengthen brand, demand generation, and positioning



### ACCOUNTING AND FINANCE

Strengthen discipline and operating rigor



### OPERATIONS

Improve execution and organizational performance



### HUMAN RESOURCES

Build culture and talent systems

## Operator-Informed Search Process

We find leaders who fit how your company actually works:

- Discovery and Alignment**  
Clarify the business model, team dynamics, and the outcomes the role must deliver.
- Success Profile**  
Define competencies, and leadership traits needed for the next stage.
- Research and Sourcing**  
Identify proven operators, including passive talent.
- Evaluation and Decision Support**  
Conduct behavioral interviews, validate references, and selection guidance.
- Onboarding Support**  
We support early integration so leaders begin contributing in the first 90 days.

## The Difference

- We align executives to your stage and operating model
- We access leaders traditional recruiting does not surface
- We conduct operator-level evaluations, not resume screening
- We take ownership of outcomes from alignment through onboarding

## Proven Results

"It is clear to me when choosing a strategic partner to build the single most important part of an organization, the people; that they rise above the rest. With any partnership, their ability to listen, ask probing questions and truly seek clarity up front really expedites the balance of the process in hiring the best candidates."

JASON BRONSTAD, CEO, MALK

MALK

Our clients include:



## Six Service Lines. One Integrated Partner.

Executive retained search often connects with talent and organizational design as needs evolve. Clients engage us across finance leadership, accounting, transaction advisory, people operations, and strategic talent planning. Six integrated service lines designed to work together, not in silos.

### Financial Leadership



#### FINANCE

Fractional CFO leadership, forecasting, board reporting, strategic planning, and fundraising preparation



#### ACCOUNTING

Controllers and accounting teams delivering clean, GAAP-compliant, and audit-ready financials built for investor diligence



#### TRANSACTION ADVISORY

Quality of Earnings, margin and revenue analysis, ARR roll-forwards, working capital assessment, and diligence support

### Organizational Leadership



#### PEOPLE OPERATIONS

Fractional People leadership, compliance, HR systems, compensation benchmarking, and organizational infrastructure



#### EXECUTIVE RETAINED SEARCH

C-suite and VP placement, success profile development, candidate evaluation, and leadership onboarding



#### STRATEGIC TALENT PLANNING

Organizational design, hiring roadmaps, leadership alignment, and execution-ready team structures

## About 512Financial

512Financial is a fractional financial and organizational leadership firm built for investor-backed, high-growth companies from Series A through mid-stage, as well as select Seed companies preparing to raise. We're the right partner when growth is outpacing systems and you need senior operators building your foundation for your next stage.

## Let's Find the Right Leader

If a key executive role is emerging, we'll help you define what the company needs and run a search that delivers the right leader the first time.

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