

# **Trailblazers 101: Mastering and Managing Your Career**

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Z Resource Group

## Who am I?

- **LAN magazine**
- **CIO magazine for 7 years: Sound Off, Best Practice Exchange, CIO Executive Council**
- **Staffing, leadership, career development**
- **Executive search: Managing Director, IT Leadership Practice**



RESOURCE

G R O U P I N C  
Selection • Information • Process

## Who are we?

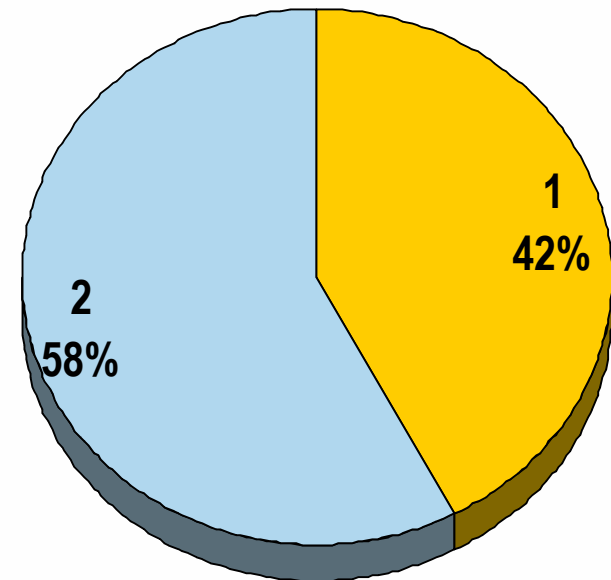
- **Founded in 1999**
- **Grown by double or triple digits every year, including in the downturn**
- **80 people nationally with headquarters in Boston**
- **Financial services → biotech → private equity**
- **IT Leadership Practice: middle, senior, executive**

# The mid-market CIO's new career path

- **Previous generation → retirement**
- **New generation → options**

# How many of you expect your next role to be

1. Traditional CIO role?
2. Business role?



## I. GM of a Start-up tech company

- **When private equity firms are staffing their portfolio companies they are looking at CIOs for GM positions.**

## II. Use consulting as a transitional move

- **Expand your networks**
- **Expand your technology and industry expertise**
- **Expand your business strategy experience**
- **Segue into the business**

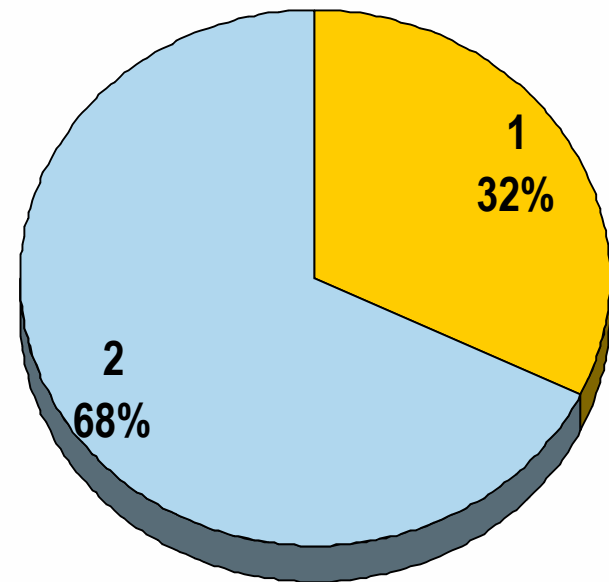


## III. CIO “and” in your current company

- **SVP of Supply Chain Management and CIO**
- **SVP of Strategic Planning and CIO**
- **SVP of Customer Service and CIO**
- **Other “ands”?**

# Do you have a successor whom your peers and boss would accept as CIO?

- 1. Yes
- 2. No



*You will have a much more difficult time moving into a new corporate role if you do not have a successor!*

## You are the product

- **Define your market: where do you want to be?**
- **“I’m up for anything?” = passive job search**
- **Define your brand: what are you beyond your current role?**

## The Resume

- **No generic summary page**
- **Most detail on last two jobs**
- **Show a growth trajectory**
- **Formatting is important: crisp font, lots of white space, bullets, display type**
- **Use categories for brand emphasis**

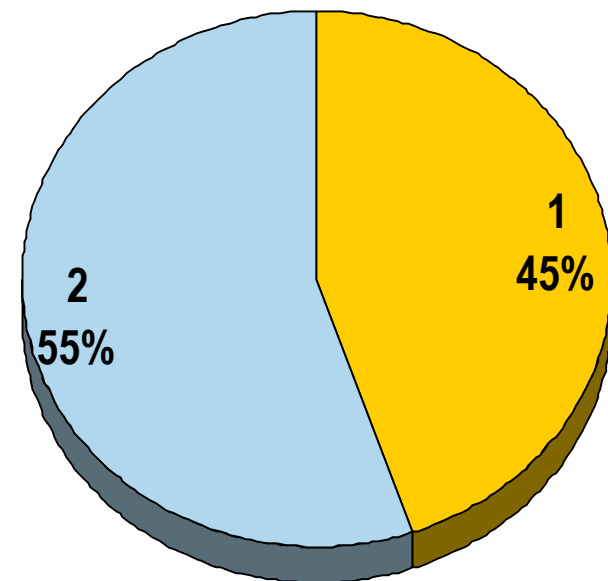
## The Resume

**No technology laundry list; focus on business impact**

- **Leadership: emphasize talent retention!**
- **Mention hot areas like compliance and risk management**
- **3– 4 pages are enough**

# Do you believe you are a good networker?

1. Yes
2. No



# Networking

- **Step 1: Define your network**



## Networking

- **Put process around networking**
- **Vertical networking**
- **Advisory board for a start-up companies → CEOs and VCs**
- **MBA short course**
- **Collaborative networking**

## Resource

- **“Straight to the Top” by Greg Smith, CIO of the World Wildlife Fund**
- **Chapter 6 is “What Executive Recruiters are Looking For”. Email me for a pdf.**

For more resources:

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