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Executive Search. Expect More.

Virtual Tech on Tap: Navigating a Changing Tech Job Market

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AGENDA



1

WHAT WE'RE SEEING IN THE INNOVATION ECONOMY

An overview of what we're seeing in today's job market across key industry sectors.

2

HOW COMPANIES ARE STARTING TO ADJUST AND PIVOT

Examples of some innovations within the Enterprise B2B SaaS sector of how companies are reacting to (and preparing for) the new reality.

3

HOW ARE INVESTORS ADDRESSING THE IMPACT

We've heard a variety of reactions from investors we speak to, but what does the data show and how are we thinking about the future?

4

WHAT CAN YOU DO TO BE PROACTIVE AND PREPARE?

Whether or not you're currently looking for work, or if you're a hiring manager, you can think ahead by positioning yourself and looking at companies in different ways.

THE BOWDOIN GROUP: AN OVERVIEW

3

National executive search firm founded in 1994

45-person team based across U.S.

Presence in Waltham (HQ), Boston, New York City, and San Francisco

Deep connections to PE & VC ecosystems throughout the Innovation Economy



Software & Technology



FinTech & Financial Services



Digital Health



BioPharma

2020 Net Promoter Score

CLIENT

62

vs

-2

The Bowdoin Group

Industry Average

PLACED TALENT

95

vs

24

The Bowdoin Group

Industry Average

Team Expansions

Executive & Strategic Search

Recruitment Process Outsourcing (RPO)



- Range of services provide a one-stop-shop for all talent acquisition needs
- Researchers and recruiters are subject matter experts, and operate on a combination of market data and relationships

**How do you stand out and add value as the
world weathers the storm?**

CITY
LAYOFFS
More COVID-19
fallout A3

WHAT WE'RE SEEING IN THE MARKET

Many companies are seeing opportunities for corporate growth by solving problems COVID has created



BIOTECH

- FDA is still functioning, but big unknown around clinical trials if they haven't already started
- BioPharmas are still preparing for commercialization, but sales process is still an unknown



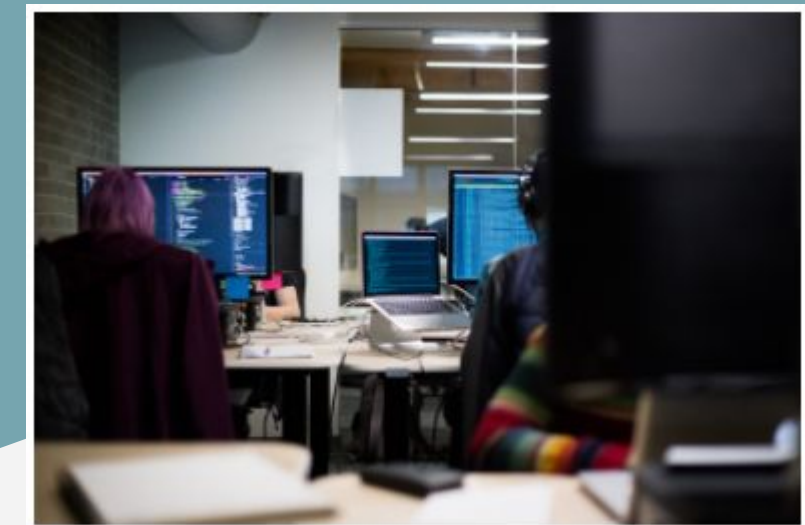
DIGITAL HEALTH

- Certain sub-sectors are heating up like symptom checking (Buoy Health), telehealth (AMwell), home monitoring (Health Recovery Solutions), Interoperability and data (b.well), behavioral health (AbleTo)



FINTECH

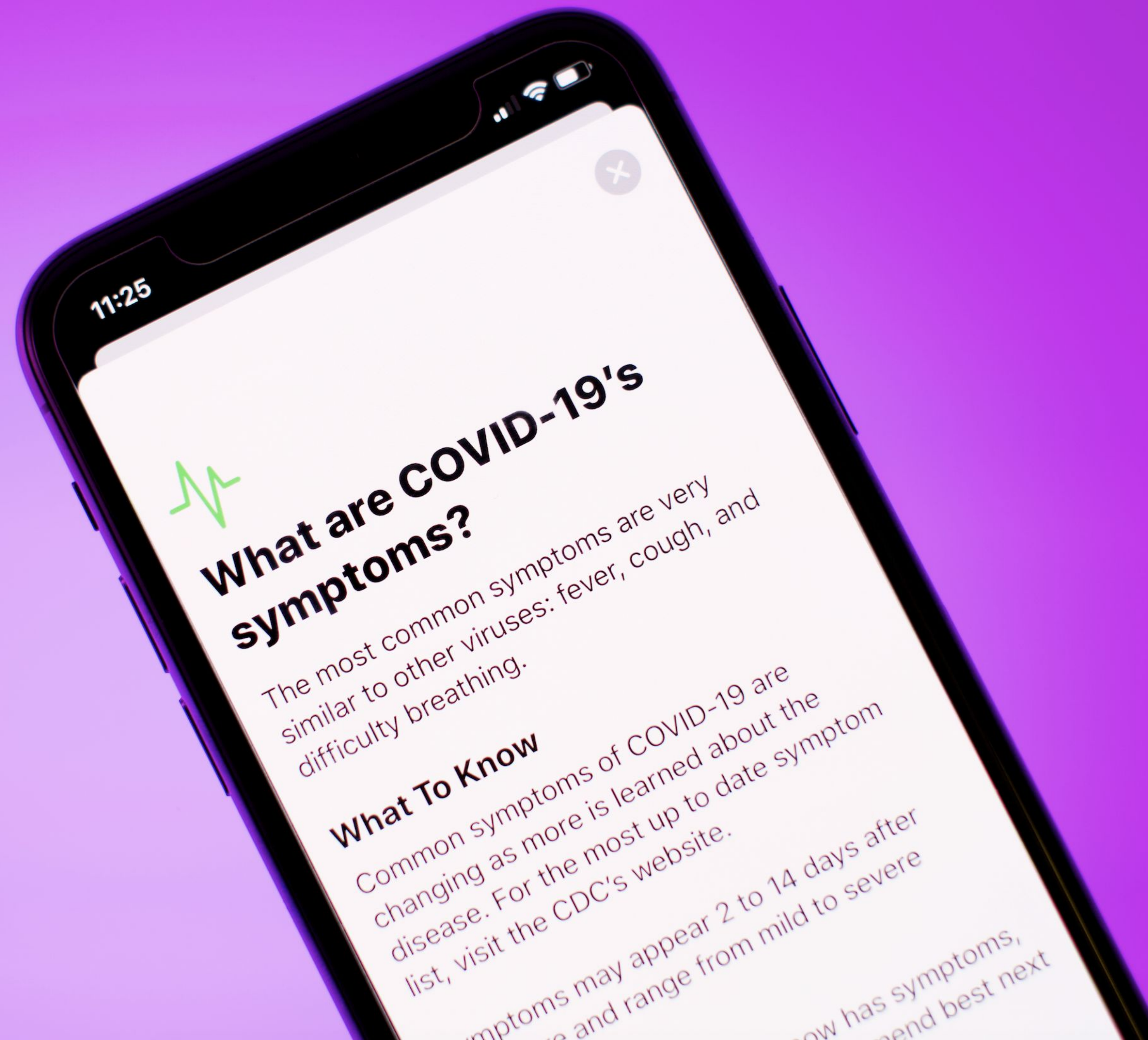
- Intersection appearing with Digital Health in payments
- Online banking can become more mainstream
- With traditional Financial Services firms struggling, more opportunity for partnership and M&A



SOFTWARE

- Areas heavily reliant on consumerism being hit hardest
- Enterprise software has potential to be positive force, addressing client needs around remote collab tools, security, cloud-based storage, CRMs, etc.

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**Companies
are starting to
identify
opportunities
amidst the
chaos**

SEEING OPPORTUNITY: HOW COMPANIES ARE PIVOTING

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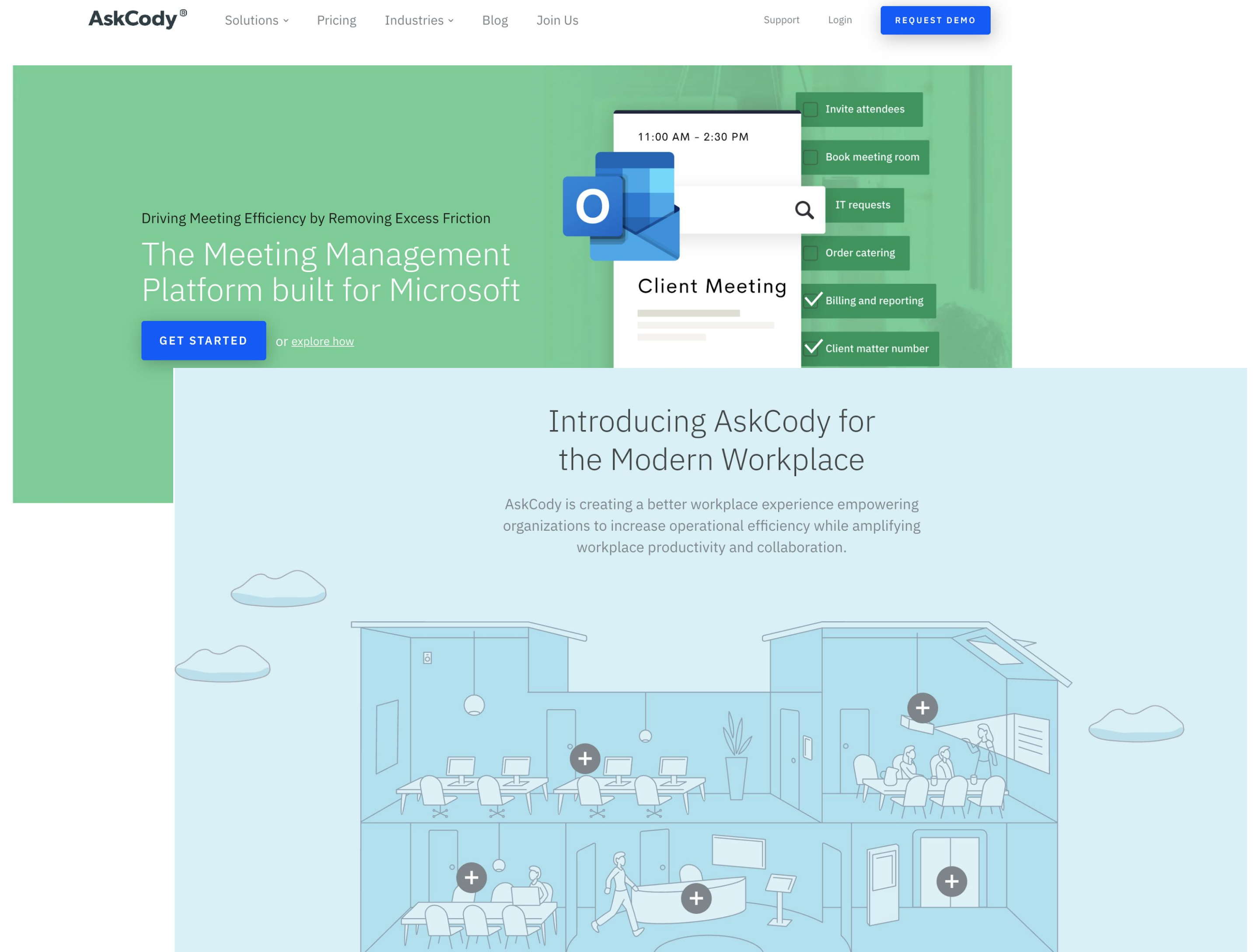
COMPANY: AskCody

LOCATION: Boston, MA

DESCRIPTION: Workplace management software that enables teams to book conference rooms and anything they may need (think catering, IT, A/V) to run the best meeting possible

SITUATION: Were impacted negatively by COVID-19 based on current business model

SOLUTION: Saw opportunity to pivot to address existing market and help solve more relevant problems



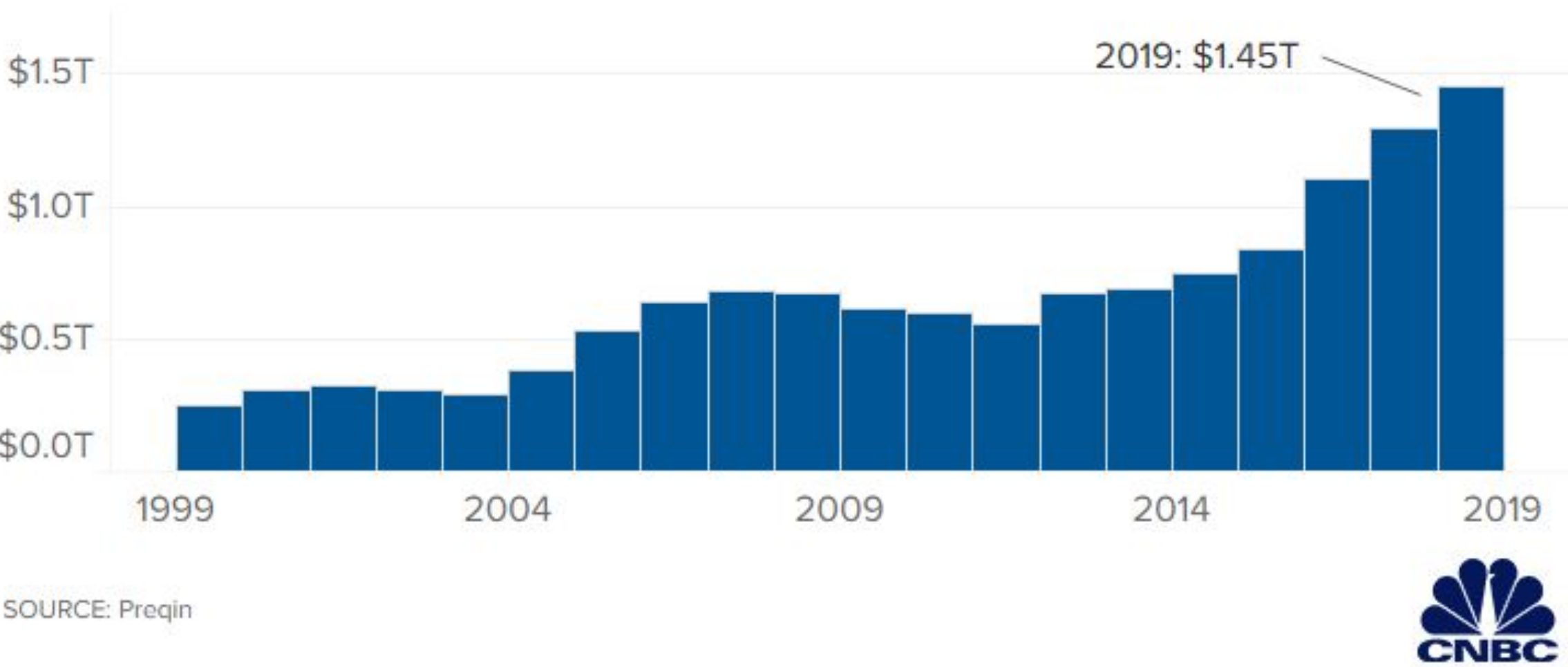
WITH CAPITAL, CRITICAL HIRES WILL STILL BE MADE

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Funds will look for smarter and better investments in the current climate, which means companies will still need to hire for key roles

Private equity's cash reserves

Available "dry powder" among global private equity firms

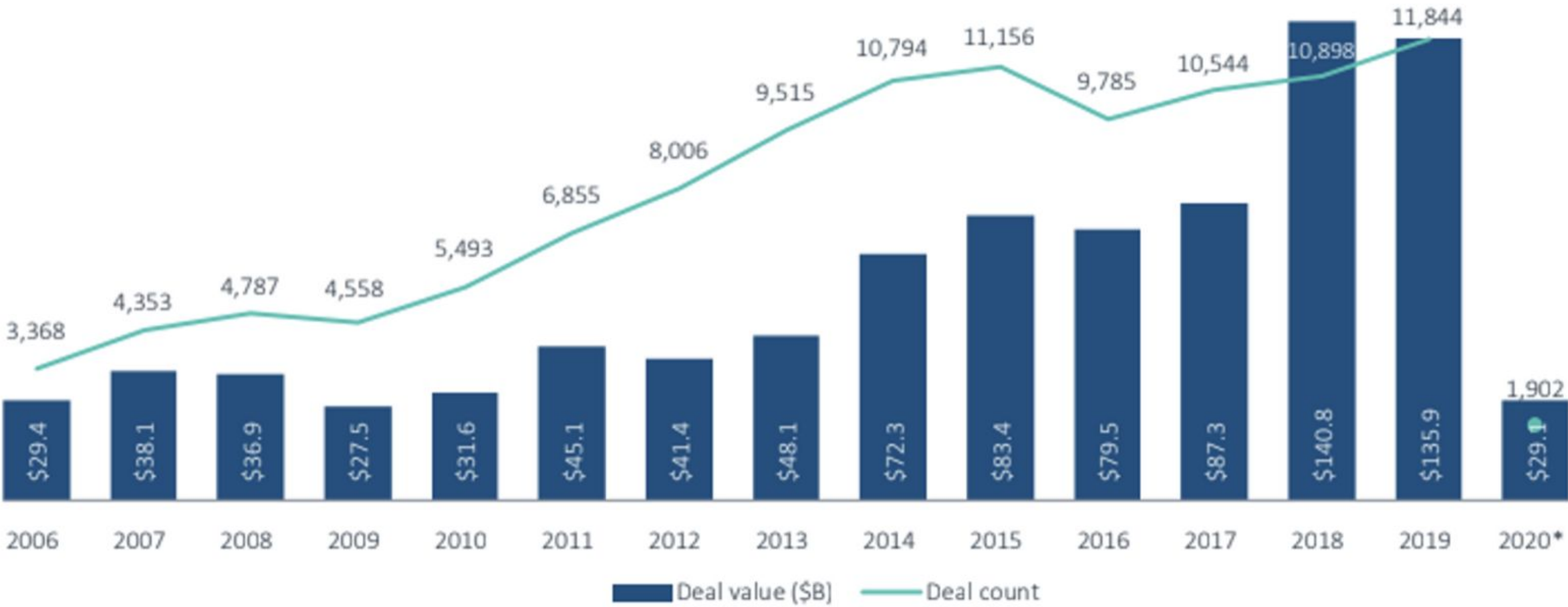


CNBC.com from January 3, 2020

“Private investors are sitting on a record \$1.5 trillion in cash, according to new data from Preqin. That is the highest on record and more than double what it was five years ago.”

“VC fundraising has been strong in recent years, with investors raising more than \$210 billion since 2016. As a result, there is ample dry powder in the market ready to be put to work in promising startups.”

VC deal activity



PitchBook Venture Monitor Q1 2020 Report

**Your future
should always be
top of mind, so
how do you
continue to
prepare your
company?**



FOR COMPANIES: IN CHAOS, THERE'S OPPORTUNITY

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1

ANALYZE LEADERSHIP GAPS

Do you have a management team in place that has managed through a crisis? Are there advisors you can surround yourself with?



2

AUGMENT YOUR LEADERSHIP TEAM

Identify if there are individuals on the market now that would be great additions to your team in the long-term.



3

EVALUATE PRODUCT FIT & GO-TO-MARKET

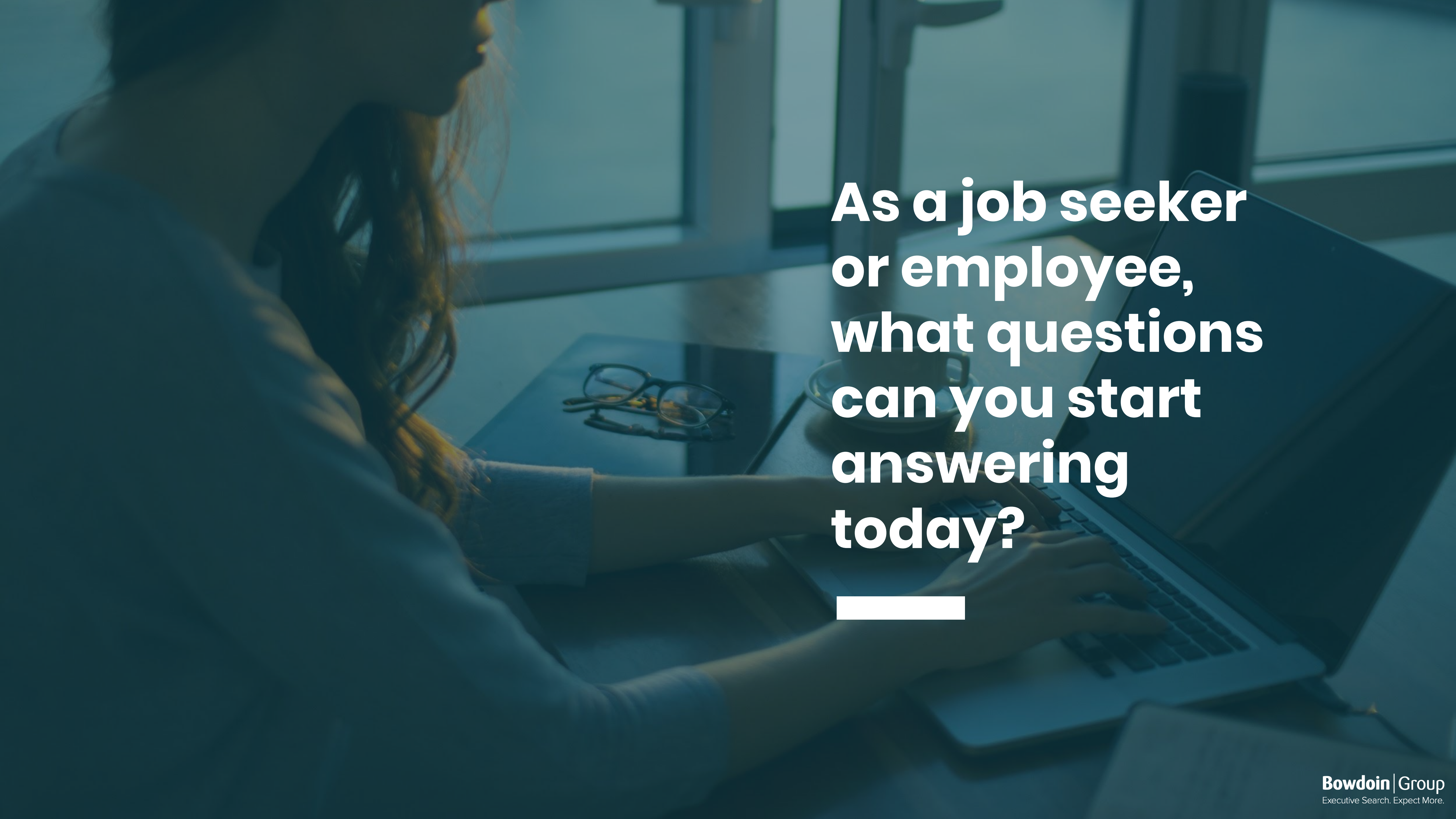
Revisit your product offering and measure it against the current market. Are there pivots you can implement to make your GTM stronger or more applicable?



4

FIND TALENT TO EXECUTE ON STRATEGY

Ensuring you have the right talent in the right roles to execute on the current or new Go-To-Market strategy.

A person with long hair is seen from the side, sitting at a desk and typing on a laptop. The scene is dimly lit, with a blue tint. On the desk, there are a pair of glasses and a small cup. The background shows a window and some office equipment.

**As a job seeker
or employee,
what questions
can you start
answering
today?**

FOR YOUR CAREER: WHAT YOU DO TODAY MATTERS

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1

STOP AND EVALUATE YOUR SKILL SET

Think about your current position, research roles and companies, consider who you want to be professionally.

2

CONTINUE TO BUILD YOUR BRAND

How does the world think about you digitally, how are you perceived by your network, team, and the market, and does this align with how you want to be seen?

3

LOOK FOR COMPANIES WITH FORESIGHT


Need to consider how companies are thinking about their businesses but also how they're supporting their employees.

4

SELL YOUR UNIQUE EXPERIENCE

You'll be promoted or hired for what you've done, not necessarily what you can do. Focus on your accomplishments and the impact you can bring to the table.



A clear glass filled with water and a single ice cube is positioned on the left side of the image. The background is a solid, light blue color. The glass is simple and cylindrical, and the water is clear. The ice cube is partially submerged.

**So, how can
you plan in an
evolving
job market?**



STARTING TO THINK AHEAD

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As a hiring manager, employee, or job seeker, what can you be doing to manage through the chaos and weather the storm?



PREPARE AND ACT NOW

You have to start with the end in mind: Where can you add value?



CONTROL WHAT YOU CAN CONTROL

Recognize that what's happening in the world today is completely outside your control.



MAKE THE BEST DECISIONS YOU CAN

Self reflection is incredibly important. Understand where your skills fit, and evaluate.



OPPORTUNITIES WILL BE A PRODUCT OF THE TIMES + EFFORT

You shouldn't wait for the next opportunity.

THANK YOU

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