

Positioning for Growth in a Crowded Marketplace



“What makes Pinstripe different, at our heart, is our passion. We take on our clients’ complex talent acquisition problems – simplify them, streamline them, and technology-enable them. Doing so helps our clients put a better quality workforce in place faster and more cost effectively. Our new brand is built around these fundamentals and it will continue to reinforce our position as a pioneer and market leader.”

SUE MARKS: CHIEF EXECUTIVE OFFICER, PINSTRIPE

BUSINESS CHALLENGE

In a highly competitive marketplace, position how Pinstripe’s unique “art and science” approach to Recruitment Process Outsourcing (RPO) is resulting in better, stronger, and more talented workforces for their clients.

BUSINESS OUTCOME

Pinstripe’s talent insight and strength as complex problem solvers enabled the business to break away from the pack and continues to provide groundbreaking results for clients.

BACKGROUND

- A growing RPO firm needed to attract increased attention from a wide variety of constituency groups – current and potential clients, analysts, advisors, and the media – in a very competitive market.
- Pinstripe was poised to leverage its success in business development. The company wanted to make the right moves to accelerate growth most efficiently.
- Differentiating itself from a crowded and confused marketplace was a priority.
- Pinstripe needed to reach prospective clients with clear messages that highlight a unique approach, deep expertise and outstanding results.

SUCCESS

- Created a bold and distinguished presence amongst a crowded and dynamic marketplace of Recruitment Process Outsourcing (RPO) providers.
- Deliver a consistent message across all market touchpoints.
- Developed a distinction across target audiences.
- Set the stage for new types of collaborative and creative client engagements.

Trade Advertising

Escalating?

GROWING NUMBERS ARE NOT ALWAYS A GOOD SIGN.
In uncertain economic times, talent becomes even more important. But not just any talent – the best talent. Pinstripe's approach helps you find your way through rising turbulence, increasing demands, and scarce resources. Pinstripe delivers a demonstrably different recruiting experience.

pinstripe®
TALENT IN SIGHT

Together we have the answer at PinstripeTalent.com

Focusing?

DELIVERING HIGH-QUALITY CARE IS A PEOPLE-BASED ENTERPRISE.
Pinstripe works with you to create a desirably different recruiting experience, based on the belief that your patients' experience starts with your employees. Creating the best candidate experience means that the best candidates choose our clients.

pinstripe®
TALENT IN SIGHT

Together we have the answer at PinstripeHealthcare.com

The tagline *Talent In Sight* communicates Pinstripe's proven ability to acquire talent for clients – stating that Pinstripe has a pipeline of talent for the client organization in their sights. The tagline also clearly positions Pinstripe as thought leaders with industry “insight”.

Corporate Brochure



BECOME THE BENCHMARK

WE PRIDE OURSELVES ON BEING ABLE TO DELIVER OUTSTANDING RECRUITMENT RESULTS THAT REFLECT YOUR VALUES.

TALK TO US ABOUT HOW WE SUPPORT YOUR ORGANIZATION'S MISSION BY ASSIGNING YOU A DEDICATED TEAM AND BRINGING YOUR BUSINESS-GROUNDING BEST PRACTICES TO ACHIEVE YOUR TALENT GOALS.

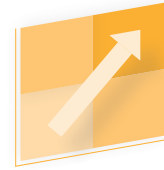
PINSTRIPLE SERVICES



Recruitment Partnerships: Our flagship service, customized for your needs and delivered in support of your goals. Serving as an extension of your HR team, we grow the talent acquisition and management process - on, hire, engage and grow.

Industry Services: Partnering to deliver a full range of strategic, leadership development, and employee training benefits for your workforce, clarify strategic direction, and maximize effectiveness.

PINSTRIPLE'S COMMITMENT



PINSTRIPLE CORPORATE
Best recruitment is anticipating our clients' ever-changing needs to produce consistently improving results. We're passionate about what we do and it shows in how we help you fill your recruiting pipeline.

PINSTRIPLE HEALTHCARE
When you have a better talent pool of experienced healthcare professionals, you become the benchmark. Pinstripe offers a totally different recruiting experience, derived from the knowledge that your patients' experience starts with your employees.

Pinstripe | 240 South Executive Drive, Suite 100 | Brookfield, WI 53005 | Tel: 877.247.8287 | www.pinstriperec.com

TALENT IN SIGHT



PROGRESS IS A NEVER ENDING EXERCISE.

We help you take on challenging recruiting issues, by breaking ground through creative exploration and pushing past conventional boundaries and traditional metrics. While innovating to anticipate and meet your ever-changing needs, we continuously grow our talent and expertise, broadening our range of services ahead of market evolution. We're passionate about who we help, what we do, and being great recruitment allies.

CASE STUDIES

CASE STUDY

Equatour equiguar. Ut am, sequisim odigna am nonsequa isomolot. We will use our commitment to our clients to ensure that we are always providing the best possible service to our clients. We will use our commitment to our clients to ensure that we are always providing the best possible service to our clients. We will use our commitment to our clients to ensure that we are always providing the best possible service to our clients.

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THOUGHT LEADERSHIP

INDUSTRY TRENDS

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The look and feel is an interpretation of the charts and graphs used to measure business outcomes and results for clients. The engaging diagrams relate to the science and precision of recruiting.

The design and palette are a more abstract representation of the colorful optimism and unique approach Pinstripe brings to the recruitment process. In other words, the art and nuances of recruiting are equally important in achieving desirably and demonstrably different results for clients.

Collateral System

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BIOGRAPHIES

Sue Marks - Chief Executive Officer
Inspiring and motivating, Sue is full of energy, thoughts and ideas. More than just a visionary as our CEO, Sue has an ability to "see around corners" and meet the future head on... sometimes before any of us are ready for it! Sue's passion for solving not just "what" but "why" and "how" is what makes her a true leader. Sue's passion for solving not just "what" but "why" and "how" is what makes her a true leader. Sue's passion for solving not just "what" but "why" and "how" is what makes her a true leader.

With an unerring feel for what makes sense for our business and the businesses of our customers, Sue's attention to client challenges is keen. She hears every word, sees every angle, absorbs every detail. A well-known founder of the recruitment process technology industry, Sue has helped client organizations turn themselves into recruiting powerhouses, leveraging their talent and increasing their business in the market.

Over the span of more than two decades, in every role she has played throughout her career - CEO, executive, strategist, leader - Sue has established a focus on the future and managed an industry visionary and thought leader.

Anne Nimble - President and COO

OUR COMPANY

NEWS & EVENTS

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The Delve Group, Inc.

Brand Development is Business DevelopmentSM

The Delve Group creates, implements, and manages brands that deliver measurable results for business services companies. We actively foster businesses by focusing on what differentiates them from their competition and then use this to create the perception of market leadership.

At Delve, we approach everything from the vantage point of helping our clients achieve their desired business objectives. Our methodology is guided by a strategic understanding created by delving deep into their businesses to assess where they've been, define where they want to go, and finding the best path to get there.



DISCOVER:

- Discover Workshop
- Internal & External Interviews
- Competitive Analysis
- Communications Audit
- Brand Findings Report
- Brand Strategy

LAUNCH:

- Brand Launch Strategy
- Launch Announcement (Internal/External)
- Brand Promotion Creation
- Event Support & Brand Unveiling
- Client Outreach
- Media and Public Relations

CREATE:

- Name & Tagline Development
- Brand Architecture
- Message & Positioning Platform
- Thought Leadership & PR Strategy
- Lead & Demand Generation Strategy
- Corporate Identity & Business System
- Differentiating Look & Feel
- Internal Communications Strategy

MANAGE:

- Brand Standards
- Demand Generation Activities
- Ongoing Support & Guidance
- Outsourced Marketing Services
- Ongoing Public Relations

DEPLOY:

- Sales & Marketing Tools
- Website Development
- Event Strategy & Materials
- Advertising & Media Campaigns
- Thought Leadership Development
- Brand Loyalty Materials
- Interactive Media Execution