



**Ropella360**

A catalyst for connection

OPPORTUNITY MARKETING PIECE

# > Sales Associate

**Location: Milton, FL**







# > About Ropella 360

Ropella 360 is a faith-based and family-first business that takes pride in supporting and helping its team succeed. For 35+ years, this company has been a world-leading executive search firm specializing in the chemical, consumer products, and technology industries. Our clients are typically C-suite leaders (and their direct reports), as well board members and the private equity & family office investors who support our client's growth. Headquartered in Milton (Northwest Florida) near the most coveted "vacation" beaches in the U.S., Ropella employs more than 40 people internationally and continues to expand. Ropella has been honored for excellence (by industry professionals) and won many awards, including the "Super Qualified Target Industry Incentive Award," "People's Choice Award of Northwest Florida," and ranked #4 on "The Top 20 Companies for Working Families."

## Quick Facts

**Patrick Ropella**  
Founder & Chairman

**1987**  
Founded

**Milton, Florida**  
Operations

**20+** Employees

[ropella360.com](http://ropella360.com)



# About **Executive Search and Consulting**

**Take the Delays and Frustrations out of Hiring Hard-to-Reach Executives.**

Ropella 360 has been helping companies grow and prosper by developing our most important competitive advantage — smart, capable people — for more than 35 years. We excel at finding those select few candidates with the right skills, qualifications, background and management style that fit our clients' compensation parameters and are ready to relocate.

The need for effective executive search is becoming ever more valuable. Increased competition, technology and globalization are all driving the demand for talented people.

Ropella 360 is ready to meet this challenge. We've created the world's largest database of individuals working in the chemical and related industries and continue to expand our team of consultants.

## Insider Advantages



**Personal Relationships**



**Industry Immersion**



**Global Network**



**The SMART Search System<sup>SM</sup>**

## The Recruitment Process At Ropella 360

Ropella 360 attributes its success to our proprietary 12-step recruitment process: The SMART Search System<sup>SM</sup>. The SMART Search System<sup>SM</sup> has revolutionized hiring in the same way Six Sigma revolutionized manufacturing, driving quality and speed of recruitment.

Through the SMART Search System<sup>SM</sup>, Ropella provides clients — including major companies such as Nike, BASF, Benjamin Moore, Bite Beauty (Louis Vuitton, Moët, Hennessy), Duracell and Tate & Lyle — with precise and predictable hiring results unparalleled within the search industry.



# SMART<sup>SM</sup> Search System

Recruit smarter. Not harder.

Ropella 360 has invested more than 35 years researching best practices, developing our own tools and continuously improving our SMART Search System<sup>SM</sup>. We provide our clients with precise and predictable hiring results unparalleled in the search industry.

## Stage 1 | SMART Strategy and Launch

- 1

### Aligning Expectations

Before taking on a new assignment, Ropella aligns expectations to ensure we're partnering efficiently and effectively. We discuss the hiring process, evaluate the research needed, and review the overall search strategy within the hiring team.
- 2

### Search Strategy Conference

To ensure that Ropella presents your opportunity effectively, we conduct a comprehensive Search Strategy Conference to discover critical company information (its cultural dynamics and management style), the available position, and key strategic opportunities/issues you wish to capture (or resolve). We identify the preferred companies and best titles to target (with our strategic research partner Xcavate), ensuring that best-in-class information research methods are being utilized to uncover those highly coveted, passive, A-player candidates.
- 3

### Opportunity Marketing Piece

Our team designs a custom-created Opportunity Marketing Piece that is used to attract the best passive candidates. This comprehensive 6- to-12-page pitch book promotes your companies most attractive features (i.e., products, markets, culture description, management style, position description, and location overview).
- 4

### Skills Survey

We create a custom skills and experiences application based on the must-haves for your opportunity. This allows us to identify and select the most qualified "A" and "B" candidates for submission ("C" candidates are set aside to avoid wasted time).
- 5

### Scorecard

All candidates are thoughtfully screened during the interview process and assessed based on skills and experience, cultural dynamics, management style, compensation, and relocation fit.
- 6

### Assessments

We assess past performance (as well as corporate and team cultural fit) with various personality, communications, and leadership-style profiling tools. We also offer pre-hire, function-specific assessment tools, and on-the-job testing exercises.



## Stage 2 | SMART Recruiting and Interviewing

- 7 Recruiting**

Comprehensive recruiting campaigns are conducted to source, target, and recruit the highly-qualified, passive candidates. Top selections are then submitted for interviews, as we cultivate relationships between our clients and candidates.
- 8 Interviews**

As you interview and evaluate the first slate of candidates, Ropella continues to recruit and build an additional slate of optional candidates (preventing momentum loss and unnecessary delays).
- 9 Candidate Interview Debrief**

After each interview, we debrief with candidates to ensure the opportunity continues to be the right fit for their career.
- 10 Hiring Team Debrief**

After each interview, we debrief with the hiring team to discuss candidates as we continue to move through the interview and final selection stages.

## Stage 3 | SMART Hiring and Onboarding

- 11 References and Background Checks**

We offer a variety of reference-checking options. Harver is a unique and highly productive web-based tool we prefer to use on most searches.
- 12 Compensation Benefits and Relocation Assessment**

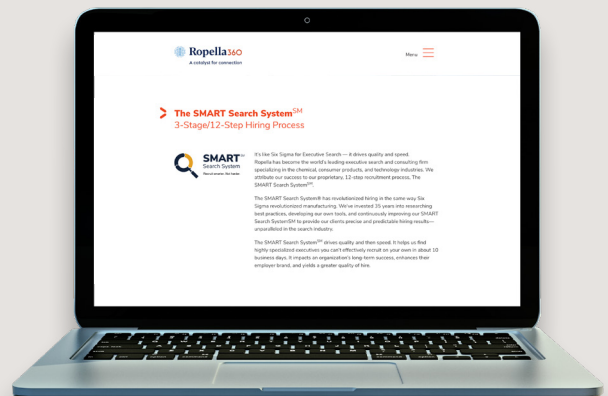
Ropella's proprietary Compensation Comparison Calculator compiles a variety of complex earning factors into a concise Offer Strategy Summary, thus ensuring that clients don't lose the perfect candidate to any other counteroffers (or competitors).



**SMART**<sup>SM</sup>  
Search System

Recruit smarter. Not harder.

Learn more about the SMART Search System<sup>SM</sup>  
at [ropella360.com/smartsearchsystem](https://ropella360.com/smartsearchsystem)





# Ropella 360 Culture and Values

**Joining Ropella 360 is less like starting a new job and more like being welcomed as the newest member of a tight-knit family.**

Productivity is the result of investing in people: each team member is celebrated for their unique role in building the company's success. Ropella makes hires based on culture—not credentials (skills can be learned, unlike someone's character and attitude). Our firm encourages a healthy work-life balance and positive company camaraderie. On campus, you'll often find our team participating in group sports, cookouts, or organizing other fun company events.

Ropella is all about developing people, celebrating their successes, and creating meaningful promotions to help us thrive. The firm's challenging yet rewarding work environment offers different company incentives (bonuses, trips, lunch, etc.) to meet goals and competitive health benefits (life, vision, dental), as well as an outstanding PTO package.



**Painting**  
With a Twist



**Habitat**  
for Humanity



**Annual**  
Christmas Party

**Ropella knows FUN is a vital investment—that's why we facilitate social connections among our team members.**



## Ropella 360 Team Total Rewards

Ropella 360 is well regarded for excelling at offering our team members developmental opportunities to expand and progress in their career paths. By winning Families Count “**Employees Choice Award**” and “**Top 20 Companies For Working Families**” Ropella has been recognized as a dynamic/fun company to work for and a great place to call home.

### Recognition Rewards

- Promotion Opportunities
- Appreciation and Status
- Meaningful and Challenging Work
- Learning and Development Programs
- Team Culture and Charitable Events
- Work Life Balance

### Cash Compensation

- Competitive Salaries
- Bonus Incentives
- 401k
- ESOP
- Competitive PTO Package
- Health, Dental & Vision Insurance



## Why Ropella?

### Hybrid Work

Enjoy the flexibility of working both remotely and in-office.

### Strong, Dedicated Team

Work alongside talented professionals who share your values.

### Established & Growing

Join a firm with a proven track record and an exciting trajectory.

### Fast-Paced & Impactful

Your contributions will directly support our continued success and expansion.

# Empowering People To Transform Lives

Ropella Core Values



It's wonderful to work in an environment where you are treated like family. When your boss asks you how your weekend was and genuinely cares about your answer, it creates that people-first culture that is so rare to find.

**Brittany Louhier**  
Creative Manager





# Hiring Team



in

**Patrick Ropella**  
Founder & Chairman

Patrick Ropella is the Chairman and Founder of The Ropella Group (now Ropella 360). Under his leadership, Ropella has transformed into a leading global executive search firm that has revolutionized recruiting through the propriety SmartSearch® System, providing organizations with unparalleled quality and precise hiring results.

Patrick has more than 35 years of experience in executive search across many industry sectors, including C-suite and Board level, PE (and VC) backed firms, and family office investors. He places candidates that are “best-fit” and ready to drive maximum impact. Ropella clients include the following: Origin Materials, General Electric, DOW, BASF, Georgia Pacific, SONY, Nike, Clorox, Pfizer, PPG, Revlon, Baxter Labs, TE Connectivity Ltd., Johnson & Johnson, Shell, Sherwin Williams, and many more.

Patrick is the author of *The Right Hire*, which gives proven principles and strategies to identify, attract, motivate, and measure talent in any field. He writes regular content that focuses on best hiring practices, recognizing high-impact leadership, and career transition. His C-suite and investor insights are featured in a long list of industry publications worldwide.



in

**Eric Krause**  
Chief Operations Officer

As Ropella’s COO, Eric Krause actively develops organizational strategies that provide clients with best-in-class service and results. Eric is passionate about driving a company’s sustainability and growth through cultural and personality assessments.

Eric quickly rose through the ranks at Ropella, starting as an Executive Search Consultant, transitioning to Client Partner, and now serves as COO. He holds an MBA from the University of West Florida, is certified in Hogan Assessment’s Advanced course, and graduated from Cornell University’s Advanced Program for Executive Search and Leadership Consulting.

Eric is married with two children and spends most of his time with family when not in the office. He enjoys listening to audiobooks, spending time outdoors and is an avid University of Florida athletics fan.

## Meet The Whole Ropella 360 Team!

Learn more about the different roles the Ropella team members play at [ropella360.com/ourteam](https://ropella360.com/ourteam)

# Sales Associate

Ropella is seeking future business leaders to support our expansion and revenue generation. If you are interested in a career in sales, and you are driven, smart and a dynamic communicator, you could be a strong fit for the Ropella team.

The Sales Associates will work with Client Partnership Development to identify prospects and oversee the origin of our sales process as you engage C-suite executives and build a focused pipeline to set the team up for success.

Leverage your communication and client engagement skills building connections with C-suite executives and advancing your network. You will have a hand in creating next gen business solutions with exposure to executive search and private equity.

You will work with technology, learn our proprietary SMART search system, and develop a working knowledge of companies in specialty chemicals, high tech, and operations management and the people who lead change in their organizations. If your careers goals include top level leadership in the C-suite, this Opportunity will give you a glimpse into the inner workings of executive life and the problems Ropella can solve with 35 years of expertise.

## Accountabilities

- Making “Gold Calls” to the Sr. Executives within the Global Chemical, Allied and other Technology Industries within an assigned geographic region
- Prospecting, generating, qualifying, processing, and following up on leads generated through multiple sales channels
- Organizing and scheduling appointments with leads and sales team
- Collaboratively work with the sales, marketing, and leadership teams to develop lead generation strategies to generate lead opportunities with prospective customers
- Initiate lead/demand generation strategies that include inbound/outbound sales and marketing campaigns and initiatives
- Effectively communicate and present the product solution and value proposition to potential clients
- Providing consistent, accurate, and timely weekly/monthly sales lead gen activity reports to management
- Work collaboratively in a team environment and independently
- Achieving sales lead generation and appointment Key Performance Indicators

## Qualifications

- Education background in Business, Marketing, or Communication related field is preferred
- Able to prioritize and manage workload
- Motivation for sales
- Effective spoken and written communication skills
- Computer literate and operational
- Strong organizational skills and detail orientation.
- Confident and honest
- Team player
- Strong analytic abilities
- Professional, committed to quality service and client satisfaction
- Demonstrated initiative, resourcefulness, and dependability
- Live in the greater Pensacola, FL area





# About Milton and Northwest Florida

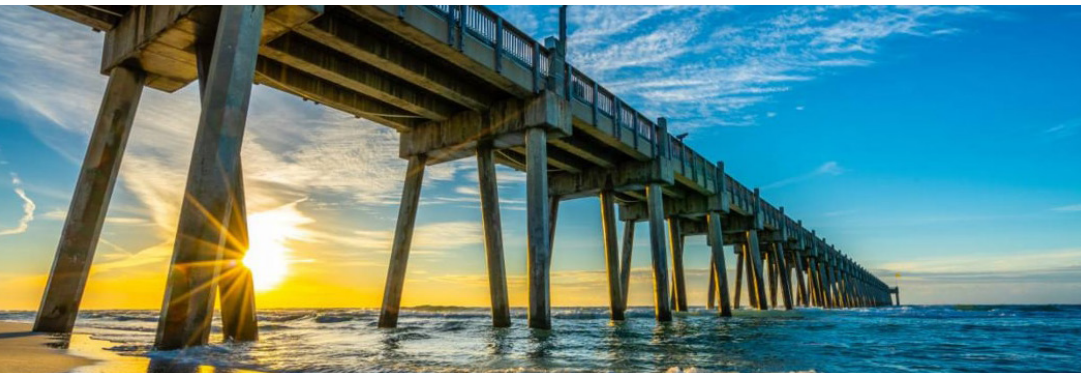
Nestled off Northwest Florida's beaten path, Milton is an unspoiled destination for those seeking adventure and natural beauty. As the county seat of Santa Rosa County and one of Florida's oldest cities (incorporated in 1844), Milton strikes a fine balance between small-town charm and modern urban life. The city hosts numerous events throughout the year, such as the Scratch Ankle Festival, First Friday, Bands on the Blackwater, and various art shows along the river walk.

While many visit the Emerald Coast for its white sand beaches, Santa Rosa County's crown jewel is the Blackwater River State Forest. Historic downtown Milton provides easy access to the tea-colored, sand-bottom river, offering nearly 40 miles of canoe routes. For those seeking a break from the water, the area features hiking, biking, and horseback riding trails, including a special trail for bird watchers.

Milton offers diverse shopping options, from popular chain brands to locally-owned specialty shops. Larger shopping malls can be found in nearby cities like Pensacola and Fort Walton Beach/Destin.







Established in 1559, Pensacola holds the honor of being "America's First Settlement" with a rich cultural history. Known as the "City of Five Flags," Pensacola has been ruled by Spain, France, Great Britain, the Confederate States of America, and the United States. Visitors can explore 19th-century homes, the 1832 Old Christ Church, or the Naval Aviation Museum.

Pensacola is also famous for being home to the Blue Angels, the second oldest formal flying aerobatic team globally, performing from March to November for over 10 million people. From the world's largest artificial reef to picturesque walking trails, visitors can enjoy various outdoor activities.

Pensacola hosts numerous outdoor annual festivals throughout the year, including the Crawfish Festival, FooFoo Festival, Blue Angel Homecoming Air Show, Great Gulf Coast Arts Festival, and New Year's Eve Pelican Drop. Sports fans can indulge in golf, watch the Blue Wahoos (AA affiliate of the Cincinnati Reds) or the Ice Flyers (Southern Professional Hockey League), and enjoy DII UWF Football. Art enthusiasts can explore the Saenger Theatre, Pensacola Little Theatre, Pensacola Museum of Art, Historic Pensacola Village, or Pensacola Lighthouse.

East of Pensacola lies the relaxed beach community of Navarre, nestled between Gulf Islands National Seashore and Navarre Beach County Park. This community offers solitude and simplicity, with activities such as sunbathing, swimming, picnicking, and biking along a scenic path.

A haven for avid fishermen, the Navarre Beach pier is Florida's longest fishing pier, stretching 1,545 feet. Here, visitors can spot schools of fish, stingrays, and dolphins in the crystal-clear waters. Time seems to move slower here, allowing both visitors and residents to take a break and relax.

For additional shopping and outdoor fun, the cities of Destin and Fort Walton Beach are a short distance from Navarre. These areas offer recreational fishing fleets, jet skis, parasailing, and swimming with dolphins. Destin Commons and Silver Sands Outlets provide access to national chains, a bowling alley, a movie theatre, and various restaurants.

Alternatively, Downtown Fort Walton features skate and surf shops, high-fashion boutiques, and other specialty stores to cater to every taste.



# Milton, FL

## Highlights and Links

### CITY INFORMATION

**City of Milton**

[miltonfl.org](http://miltonfl.org)

**City of Pensacola**

[cityofpensacola.com](http://cityofpensacola.com)

**Pensacola Official Tourism**

[visitpensacola.com](http://visitpensacola.com)

**City of Destin**

[cityofdestin.com](http://cityofdestin.com)

**City of Fort Walton Beach**

[fwb.org](http://fwb.org)

**Navarre**

[visitflorida.com/en-us/cities/navarre.html](http://visitflorida.com/en-us/cities/navarre.html)

### SHOPPING

**Cordova Mall**

[simon.com/mall/cordova-mall](http://simon.com/mall/cordova-mall)

**Destin Commons**

[destincommons.com](http://destincommons.com)

**Santa Rosa Mall**

[santarosamall.com](http://santarosamall.com)

**Silver Sands Factory Outlets**

[premiumoutlets.com/outlet/silver-sands](http://premiumoutlets.com/outlet/silver-sands)

**Grand Boulevard Town Center**

[grandboulevard.com](http://grandboulevard.com)

**Harborwalk Village**

[emeraldgrande.com/harborwalk-village](http://emeraldgrande.com/harborwalk-village)

### ARTS & ENTERTAINMENT

**Museum of Local History**

[santarosahistoricalsociety.com](http://santarosahistoricalsociety.com)

**The Milton Theatre**

[miltontheatre.com](http://miltontheatre.com)

**Adventures Unlimited**

[adventuresunlimited.com](http://adventuresunlimited.com)

**Pensacola Little Theatre**

[pensacolalittletheatre.com](http://pensacolalittletheatre.com)

**Pensacola Saenger Theatre**

[pensacolasaenger.com](http://pensacolasaenger.com)

**Pensacola Bay Center**

[pensacolabaycenter.com](http://pensacolabaycenter.com)

**National Naval Aviation Museum**

[navalaviationmuseum.org](http://navalaviationmuseum.org)

**Pensacola Museum of Art**

[pensacolamuseum.org](http://pensacolamuseum.org)

**Emerald Coast Science Center**

[ecscience.org](http://ecscience.org)

**Pensacola Lighthouse and Museum**

[pensacolalighthouse.org](http://pensacolalighthouse.org)

### SPORTS

**Pensacola Ice Flyers**

[pensacolaiceflyers.com](http://pensacolaiceflyers.com)

**Pensacola Blue Wahoos**

[milb.com/pensacola](http://milb.com/pensacola)

**UWF Argonauts Football**

[goargos.com](http://goargos.com)

### NEWS

**Santa Rosa's Press Gazette**

[srpressgazette.com](http://srpressgazette.com)

**Pensacola News Journal**

[pnj.com](http://pnj.com)

**WEAR-TV**

[weartv.com](http://weartv.com)

**Northwest Florida Daily News**

[nwfdailynews.com](http://nwfdailynews.com)

### EDUCATION

**Santa Rosa County School District**

[santarosa.k12.fl.us](http://santarosa.k12.fl.us)

**Escambia County School District**

[ecsd-fl.schoolloop.com](http://ecsd-fl.schoolloop.com)

**Pensacola State College**

[pensacolastate.edu](http://pensacolastate.edu)

**Northwest Florida State College**

[nwfsc.edu](http://nwfsc.edu)

**University of West Florida**

[uwf.edu](http://uwf.edu)

### REALTY

**Zillow**

[zillow.com/milton-fl](http://zillow.com/milton-fl)

**Trulia**

[trulia.com/FL/Milton](http://trulia.com/FL/Milton)