



Matching professionals, opportunities & organizations  
in the K-12, higher education & related markets

609.397.4527 ▲ [www.WeissAndAssociates.net](http://www.WeissAndAssociates.net)



# Education Market Concentration. Education Market Commitment. Education Market Leadership.

As the education market's most respected and successful leaders will tell us, ours is a "relationship" business. At Weiss & Associates, building, supporting, and strengthening these relationships is our focus and our foundation.

Our capabilities are all centered on the unique staffing and consulting needs of the educational technology and publishing industries in the United States and abroad. We've worked with a broad range of education market organizations, conducting highly customized, retained searches for clients to fill executive, middle management, and field services positions. Our portfolio includes successful searches for presidents, vice presidents, directors, managers, sales representatives and consultants for the spectrum of K-12 and higher education organizations.

## **A Closer Look at the Services We Offer Clients**

Weiss & Associates approaches each assignment strategically and individually, presenting thoroughly vetted, qualified candidates who have experience within the industry, or who have worked in other professions and offer transferable skills. By practice, we recruit candidates who have proven bottom line successes and who bring a documented record of achievement to their new opportunity. In addition, we seek candidates who not only present appropriate qualifications, but also have the character and commitment to contribute positively to your organization's culture, productivity, and reputation.

## **Tracking Education Market Trends to Respond Proactively to Client Needs**

Our professional practice emphasizes educational technology (hardware, software, online, and reference databases), educational publishing (basal and supplemental), library services, testing and assessment, professional development, and equipment and supplies. Because we specialize in these specific education market segments, we're constantly tracking market trends, new product development, compensation and benefits, funding shifts, and other market movements that impact our clients. We seek candidate who are able to answer our clients' needs today and support their strategic growth going forward.

### Executive Search

In our work at the executive level, Weiss & Associates tracks the careers of executives who have proven records of dynamic leadership; a commitment to and passion for education, financial expertise, and offer in-depth knowledge of industry practices and policies. Again, relationships are the foundation of our work on behalf of our clients and the candidates we present. Rather than simply presenting candidates, we work with our clients as strategic consultants, working to develop solutions that meet employer objectives and create new opportunities for corporate growth and leadership.

### Middle Management

Recruiting directors and managers is a top priority for many organizations because these professionals maintain and lead day-to-day operations. Weiss & Associates identifies candidates for these mission-critical positions based on:

- ▲ Proven leadership skills
- ▲ Success in meeting defined corporate goals
- ▲ Exemplary work ethic
- ▲ Values and character
- ▲ Established career paths leading to executive level opportunities

### Field Services

Sales representatives, staff development specialists, account managers, and consultants are the voices and access points for your organization. To the educators you serve, these team members “are” your company. We define searches for these positions to bring you candidates who are energetic, intelligent, and articulate...professionals who have chosen to work with educators because they respect their commitment, creativity, and role in the lives of students and our communities.

### Services for Career Candidates

Weiss & Associates offers those seeking education market career opportunities valuable resources and market insight. If your skills and career interests align with those listed here, we encourage you to establish communications with us:

- ▲ Sales
- ▲ Marketing
- ▲ Editorial Management & Content Development
- ▲ Product Development
- ▲ Professional Development
- ▲ Production & Design
- ▲ Internet Development

In working with candidates over the years, our experience shows that these skills and accomplishments enhance your professional opportunities:

- ▲ A documented record of achievement with an education company
- ▲ A record of continuous employment with a company for at least three years
- ▲ Knowledge of school purchasing procedures and practices
- ▲ Knowledge of K-12 and/or Higher Education curriculum
- ▲ A passion and respect for education, educators, and students
- ▲ An advanced degree, either a MA or Ph.D.
- ▲ Direct classroom or school administrative experience in either K-12 or the post-secondary environment

### Next Steps...

We invite you to learn more about Weiss & Associates, by visiting our Web site at [www.WeissAndAssociates.net](http://www.WeissAndAssociates.net) and of course, by talking to us personally. You'll find we're eager to listen and ready to respond with a proposal and strategies for moving your executive search forward strategically and successfully. We attend many of the market's major conferences and are always available to set up either in-person or on-site meetings at your request.





## Collaborating to Build Stronger Market Outreach

Weiss & Associates teams strategically with other leaders in the executive recruiting industry on select assignments, providing our clients even broader access to the pool of qualified candidates and enhanced speed of services as needed. Our firms' capabilities are closely aligned and our clients benefit from the combined strength of our shared industry coverage and leadership.

### Confidentiality, a Top Priority

Weiss & Associates uses sophisticated methods to protect both client and candidate confidentiality. All records are protected with the latest technology safeguards, and access to all company records is limited to the President, John Weiss.

### The Principal Principle

At Weiss & Associates, we're relationship focused by design. When you retain our firm, you'll work directly with our principal, John Weiss, and he will serve as the Lead Consultant for your assignment. It's what we call the Principal Principle and it's at the core of each assignment we accept.



#### John Weiss: A Profile

Our founder, John Weiss, is a familiar and constant presence in the K-12 and Higher Education corporate markets. Prior to establishing Weiss & Associates, John held positions in educational technology and publishing with several of the market's leading organizations, including Harcourt, Apple Computer, and The Learning Company. His corporate experiences encompass management, domestic and international sales, marketing, editorial, and product development. In addition, he's worked as an account executive, regional sales manager, international sales manager, vice president/sales and marketing, and editor-in-chief. John was also president and owner of EXTRA EDITIONS Publishing Company, a supplementary mathematics publisher. John has also worked with Snelling & Snelling personnel Services, and began his career as a teacher in both public and private school settings in Illinois.

John's professional career also includes active membership in various professional and publishing organizations, frequent presentations at industry conferences, and involvement in critical industry initiatives, such as the International Copyright Committee of the American Association of Publishers.