**SMARTtools for Leaders™**

**Sourcing**

**ROLE:** Director of Digital Marketing

**LIST OF 10: Write the names of 10 contacts you can ask, “Who are the most talented Digital Marketing people you know?”**

* + - 1. Kim Agee
      2. Tim Ashton
      3. Laurie Beardson
      4. Rohit Bonti
      5. Lamon Jordan
      6. Sarah Trudy
      7. Kelly Turner
      8. Matt Dolman
      9. Leslie Transton
      10. Jenny Chan

**REFERRALS**

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| **Name** | **Referred by** | **Rating** |
| Rand Berkley | Kim Agee | A+. Rock star. “Hires superstars and crushes rev targets. Hard to get.” |
| Aaron Thompson | Matt Dolman | A-. Worked together for 10 years. |
| Dax Janus | Laurie Beardson | A-. “Extremely aggressive in a good way.” |
| Simon Headler | Rohit Bonti | A-. Brilliant; more strategy than execution though. |
| Kris Kapur | Lamon Jordan | A-. “Early career, but likely to be a powerhouse.” |
| Warren Hickey | Sarah Trudy | B+. “Wants to get off the road.” |
| Kent Massey | Kim Agee | B. “So-so results.” |
| Mike Johnson | Tim Ashton | B. “Not very tech savvy.” |
| Jon Ochs | Tim Ashton | B. “Not sure how good.” |
| Lee Miller | Tim Ashton | B-. “Works hard but quirky.” |
| Brent Phelan | Tim Ashton | B-. “Burns out staff.” |
| Ben Proehl | Kim Agee | B-. “Fast-paced but selfish.” |
| Adam Pickering | Tim Ashton | C+. “Struggles to ask for the sale.” |
| Jasmin Sparkman | Kim Agee | C+. “Too early for VP.” |
| Michael Sandler | Lamon Jordan | C. “Transitioning from finance.” |
| Scott Stelzner | Lamon Jordan | C. “Angry personality.” |
| Katerina Zuccaro | Sarah Trudy | C. “Sketchy; lies to customers.” |
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