

Search Strategies for Today's Market

Brad Ledford, CMA, CPA

Ryan LaPierre

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Webinar Features and CPE Credit

Q&A

Asking Questions




Help



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Criteria for Full Credit

- Minutes to Watch: 50
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Moderator



Terry Mormile, CPA, CAE
**Director, Educational Initiatives &
Career Services**
IMA

Featured Presenter



Brad Ledford, CMA, CPA
President
DHG Search

Brad Ledford's Biography

- Brad is the president of DHG Search, an executive search and recruiting service line of Dixon Hughes Goodman, a Top 20 CPA and advisory firm. Brad has over 24 years of experience with the firm, 18+ years with DHG Search and 6 years as an auditor. His focus as a Trusted Recruiter and Advisor, is on helping clients recruit the top talent in Executive, Finance, Accounting, Audit, and Tax in a wide range of industries, specializing in Manufacturing, Distribution and Healthcare.
- Brad has served on many non-profit boards/industry associations. He currently sits on the state board of the SCACPA and recently served on IMA's Global Board of Directors.
- Brad is a graduate of The University of South Carolina Upstate where he holds a Bachelors with a focus in Accounting.



Featured Presenter



Ryan LaPierre
CFO
MINILEIT N.A.

Ryan LaPierre's Biography

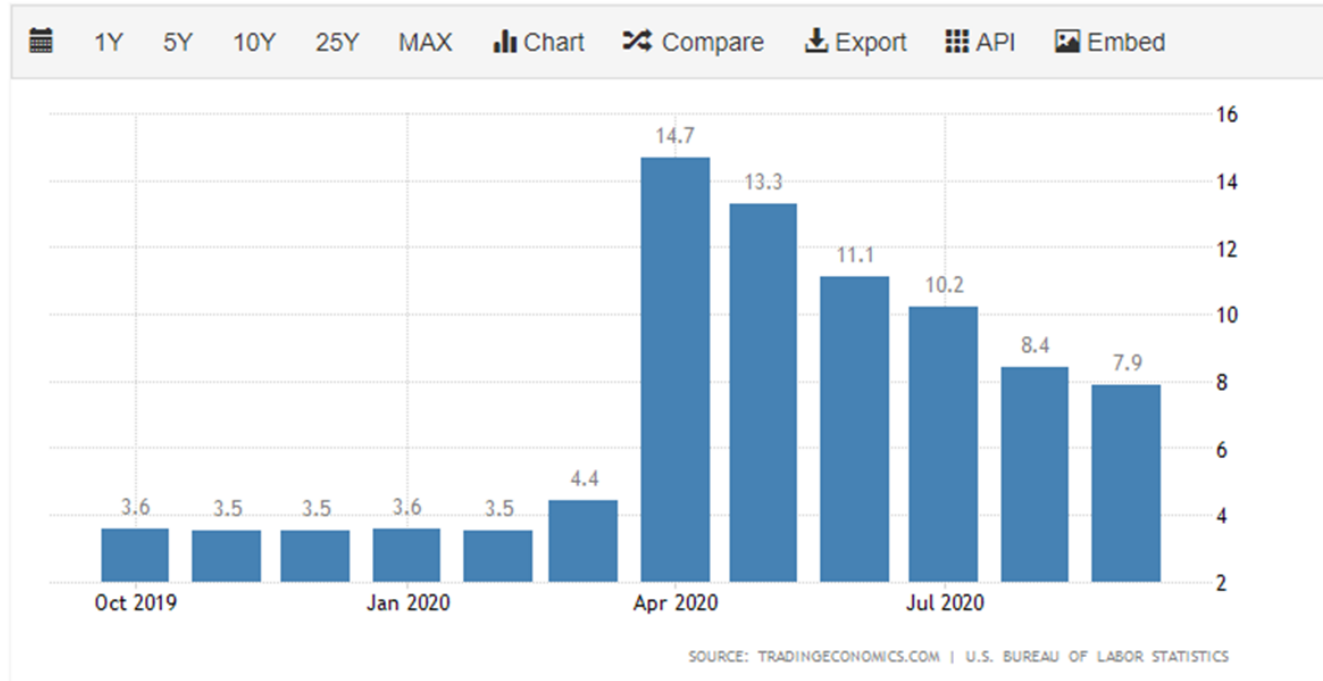
- Ryan is currently the CFO of MINILEIT N.A. In this role, he is responsible for plants in Greenville, SC, Wixom, Michigan, and Montemorelos, Mexico, and is also responsible for Human Resources. He has great insight for the topic of today's discussion. Ryan has spent his successful 13-year accounting career in several industries including public accounting, service, healthcare, and automotive.
- Ryan graduated from Bob Jones University in 2007 with an accounting degree and is in the process of completing his CMA certification. He currently serves on IMA's Greenville chapter Board.

Learning Objectives

Upon completing this webinar, you will be able to:

1. Identify ways that the job market has changed since the onset of the COVID-19 pandemic.
2. Give examples of what a CFO in the hiring seat can do at his/her company to navigate this changing job market.
3. Summarize key takeaways for developing a search strategy for a career move in the current job market.

Current Pulse - Unemployment Trends



Current Pulse - Unemployment Rates

Before Covid-19

- Unemployment Rate - 3.4%
 - 5.8M

During Covid-19

- Unemployment Rate – 7.9%
 - 12.6M



Pre COVID-19



During COVID-19



Polling Question 1

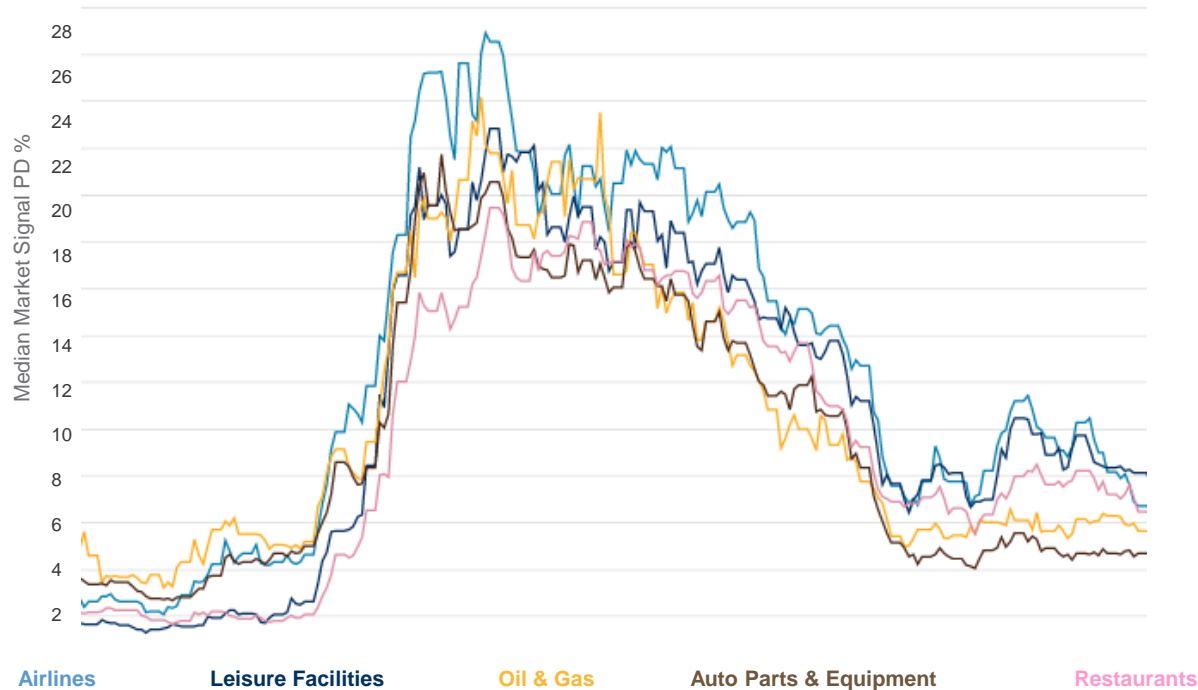
What industries have been most impacted by COVID-19?

- a) Leisure facilities (sport & physical recreation, entertainment, etc.)
- b) Airlines
- c) Construction
- d) Manufacturing

Polling Question 1 Results (Placeholder)



Current Pulse – Industries Impacted



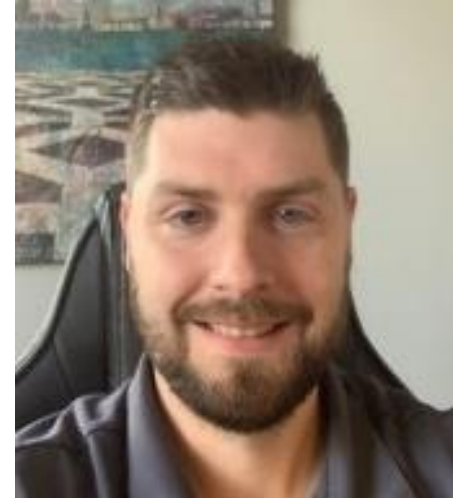
Discussion with Ryan LaPierre, CFO - MINILIT, N.A.

MINILEIT, Inc. is a wholly owned subsidiary of ISOLITE GmbH. We manufacture heat shields for exhaust system components in the automotive industry and look after our customers in North America. Our presence abroad enables us to supply US companies and well-known German original equipment manufacturers in the USA directly, offering them crucial benefits in terms of logistics, quality and delivery reliability.



Discussion with Ryan LaPierre

1. Has your company hired anyone over the last 7 months?
2. How has the recruiting process (finding, selecting, interviewing) changed in the last 7 months for your international organization?
3. What are the skills sets your company is looking for in a new hire?
4. What does the new onboarding process look like?
5. Has the company implemented any new strategies for engaging and retaining talent during COVID-19?



Ryan LaPierre
CFO
MINILEIT N.A.

Polling Question 2

What type of work environment are you looking for in your next job?

- a) Onsite 100%
- b) Hybrid
- c) Remote / Work from home

Polling Question 2 Results (Placeholder)

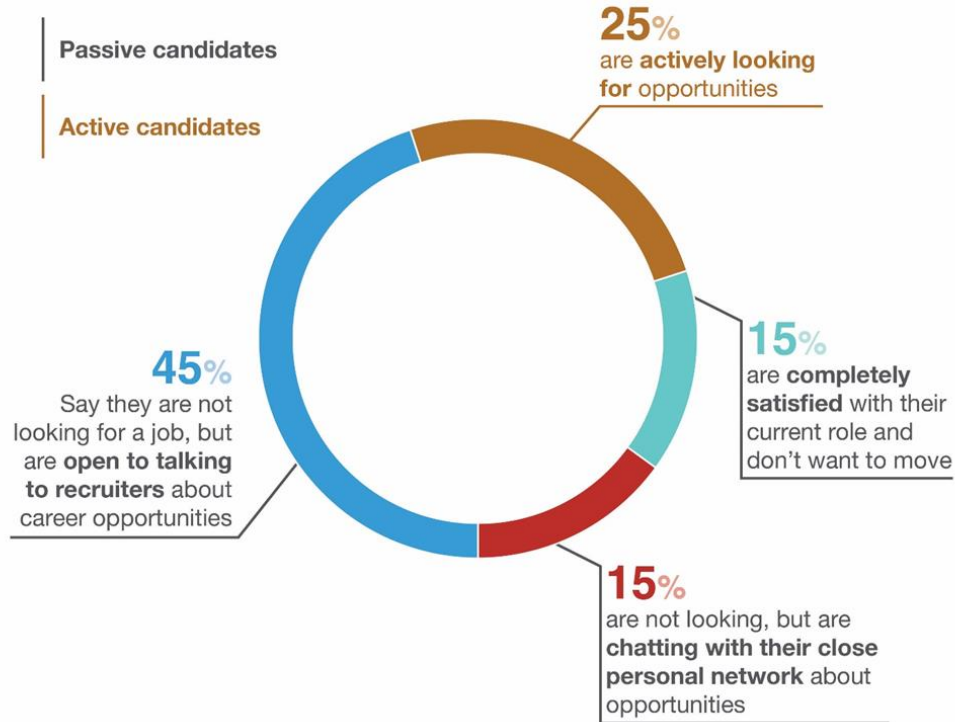


Search Strategies

- Review strengths
- Build your brand
- Create a profile of your ideal role
- Create targets & track activity



Active vs. Passive Candidates



Polling Question 3

What tool are you using the most for your job search?

- a) LinkedIn
- b) Indeed / Career Builder
- c) Professional Association Website (i.e., IMA Job Search)
- d) Company Websites
- e) Other

Polling Question 3 Results (Placeholder)

Target Selection

- Connections & Relationships
- Target companies
- Identify companies that fit your interest & skills



Resume Submittal & Interview Process

- Submittal Options
- Interview Prep
- Interview Process



Polling Question 4

When thinking about a career change, what is most important to you?

- a) Company culture / work environment
- b) Salary compensation
- c) Opportunities for career growth

Polling Question 4 Results (Placeholder)

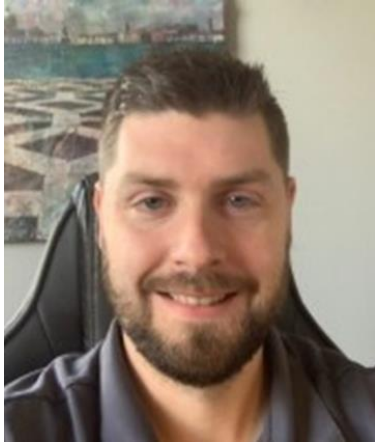
Key Takeaways

- Plan Ahead
- Round Out Skills
- Have a Recruiting Strategy
- Prepare for the Interview Process
- Congrats on a successful job hunt!



Questions & Answers

Use the Q & A Panel to send your questions to our panelists.



Ryan LaPierre
CFO
MINILEIT N.A.



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President
DHG Search

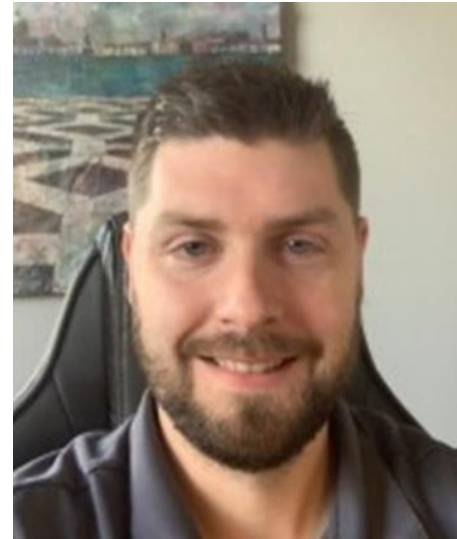


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& Career Services
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Thank You to Our Featured Presenters!



Brad Ledford, CMA, CPA
President
DHG Search



Ryan LaPierre
CFO
MINILEIT N.A

Final Reminders

- ▶ **Complete the Evaluation poll** – 2 options
 - On your screen
 - Evaluation Survey icon at the bottom of your console
- ▶ **Access to your CPE Certificate** – 2 options
 - Click the “CPE” icon at the bottom of your console
or
 - Click the link in your post-event e-mail
- ▶ Please print a copy of the CPE certificate for your records.
- ▶ Your CPE credit will be automatically recorded in your transcript.

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Develop a mutually beneficial mentoring relationship to support growing professionals and develop future leaders.



The Association of
Accountants and
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in Business

Interested in becoming a mentor?
Please visit myima.org/mentoring to participate.



The Association of
Accountants and
Financial Professionals
in Business

Thank You!





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About IMA® and the CMA® Program

IMA® (Institute of Management Accountants) is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) and CSCA® (Certified in Strategy and Competitive Analysis) certification programs, continuing education, networking, and advocacy of the highest ethical business practices.

For nearly 50 years, the CMA certification has been the global benchmark for accounting and finance professionals. It demonstrates mastery in 12 critical practice areas in business, including technology, analytics, financial planning and analysis, performance, and control. Professionals who earn the CMA can gain greater credibility, career advancement opportunities, and higher earning potential.

For more information about the CMA, visit www.imanet.org/cma.