

## For Immediate Release

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### RETAINED EXECUTIVE SEARCH FIRM, TRILOGY SEARCH NON+PROFIT, EXPANDS FOCUS

Firm will recruit executives able to lead both nonprofit and for-profit institutions

Burlingame, Calif. (September 10, 2007) - Founding partner Chuck Pappalardo is pleased to announce an expansion of focus and subsequent name change for his 10-year-old company, Trilogy Venture Search, a retained executive recruitment firm.

The mission of the newly-named Trilogy Search Non+Profit is to recruit seasoned and inspired executives who are equipped to lead nonprofit and for-profit institutions. The company will continue to recruit qualified individuals in venture, clean technology, and life sciences, but will increase its already strong focus on nonprofit and foundation search. The idea is that Trilogy's integrated perspective and network of resources can deftly span both business and community, hence the firm's tagline, "bridging business + community."

According to "The Leadership Deficit," an article published in the *Stanford Social Innovation Review*, nonprofits will need to find some 640,000 new executives over the next decade, nearly two and a half times the number currently employed. To meet the growing demand for talent, the article suggests that nonprofits expand their recruiting horizons to embrace leaders from a wide range of groups, including business.

Additionally, nonprofits and foundations are coming under increasing pressure to comply with the Nonprofit Integrity Act—legislation that mandates new requirements in organizations' conduct with regard to auditing boards and taxes, among other things. Not insignificant, these requirements demand executives with deep experience in the areas of operations and finance, often honed within the for-profit sector. With his specialization in C-level searches and building executive management teams, Pappalardo felt his business background and resources could add distinct value to the nonprofit search process.

While prudent, the new strategy also offers Pappalardo immense personal satisfaction. “This is where my heart is and provides an opportunity to give back and to interact with folks who not only perform, but are ready to move from success to significance and positively impact the global community.”

Pappalardo sees individuals like himself wanting to make a difference during their lives and feels privileged to partner with the nonprofit and foundation communities to recruit and attract talent they previously thought was out of their range. He has already successfully recruited for-profit executives on behalf of highly visible nonprofit organizations, including New Door Ventures and Humanity United/Omidyar Network.

As his focus on nonprofits and foundations expands, Pappalardo expects the character study portion of the search process to become more intense as he will need to be certain which individuals can truly operate inside a particular cultural paradigm and which cannot. “There are specific attitudes and temperaments that are better suited to nonprofits,” said Tess Reynolds, CEO of New Door Ventures and a former technology executive. “Humility is a key characteristic—transitioning executives must be aware of what they *don’t* know.”

When participating in a study regarding Trilogy’s expanded focus, one nonprofit executive said, “Trilogy can differentiate itself by speaking to the level of dissatisfaction that exists with the “big five” search firms (high fees and lack of innovation) and the nonprofit specialists (too narrow of a rolodex).”

With Trilogy Search Non+Profit, Pappalardo says, “I see an opportunity to integrate the two worlds—providing an advantage to both sectors.”

**About Trilogy Search Non+Profit:** Trilogy Search Non+Profit is a retained executive recruitment firm headquartered in the San Francisco Bay Area. Trilogy specializes in placing executives who are multi-dimensional, integrated, and equipped to effectively lead for-profit and nonprofit institutions. The company conducts C-level searches and builds executive management teams for nonprofit, foundation, venture, clean technology and life sciences clients.