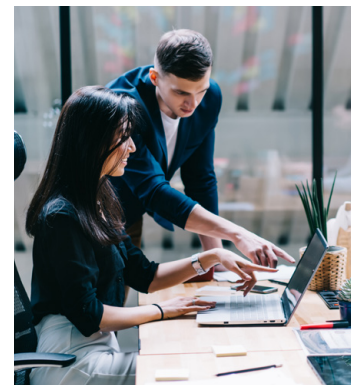




## OPPORTUNITY MARKETING PIECE

# Marketing Manager

Location: Milton, FL



8100 Opportunity Drive  
Milton, Florida 32583  
850.983.4777  
ropella.com

**For more information, contact:**  
**Walker O'Connor**  
*Manager of Talent Acquisition*  
850.983.8804  
walker@ropella.com



# ABOUT THE ROPELLA GROUP

The Ropella Group (“Ropella”) is the world’s leading Executive Search Firm specializing in the chemical, consumer products and technology industries. Headquartered in Milton, Florida (north-west of Pensacola and northeast of Fort Walton Beach / Destin), Ropella employs approximately 50 people around the globe - more than 15 of which have been added in the last two years.

In business for more than 30 years, Ropella is a company which continues to grow and excel. In 2018 they were awarded a Super Qualified Target Industry incentive by the Santa Rosa County Commission. This funding will support Ropella’s goal of doubling the number of employees over the next five years, as well as the space to support them.

They have also been highly decorated by Families Count, a Florida Panhandle-based company: they received the “People’s Choice Award,” “The Family Champions Award” and were listed as #4 on “The Top 20 Companies for Working Families.”



## QUICK FACTS



**1987**  
ESTABLISHED



**PATRICK ROPELLA**  
CEO



**20+**  
EMPLOYEES



**MILTON, FLORIDA**  
HEADQUARTERS

**ROPELLA.COM**



# EXECUTIVE SEARCH AND CONSULTING

Ropella has been helping companies grow and prosper by developing their most important competitive advantage — smart, capable people — for more than 30 years. They excel at finding those select few candidates with the right skills, qualifications, background and management style that fit their 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 is ready to meet this challenge. They've created the world's largest database of individuals working in the chemical and related industries and continue to expand their team of consultants.



## INSIDER ADVANTAGES

- *Personal Relationships*
- *Global Network*
- *Industry Immersion*
- *The SMART Search System®*

## RECRUITMENT PROCESS

Ropella attributes its success to their proprietary 12-step recruitment process: **The SMART Search System®**. The SMART Search System® has revolutionized hiring in the same way Six Sigma revolutionized manufacturing, driving quality and speed of recruitment.

Through the SMART Search System®, 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**  
SEARCH SYSTEM  
RECRUIT SMARTER, NOT HARDER

### STAGE 1 | SMART STRATEGY & LAUNCH

- Aligning Expectations
- Search Strategy
- Opportunity Marketing Piece
- Skills Survey & Scorecard
- Assessments

### STAGE 2 | SMART RECRUITING & INTERVIEWING

- Recruiting
- Interviews
- Hiring Team & Candidate Debrief

### STAGE 3 | SMART HIRING & ONBOARDING

- References & Background Checks
- Compensation Benefits & Relocation Assessment
- Onboarding



# CORPORATE CULTURE AND VALUES

Joining Ropella is less like starting a new job and more like being welcomed as the newest member of a tight-knit family. They drive productivity by investing in people: each member of the Ropella family is celebrated for his or her unique role in building the company's success. Families come first, and employees are encouraged to maintain a healthy work-life balance.

From daily sports during lunch (wallyball, basketball, tennis), monthly birthday lunches and annual trips to the water park, to volunteering with Habitat for Hu-

manity, competing in the annual YMCA Corporate Cup Games and an annual weekend Christmas retreat in Destin, Ropella employees maintain their connections both inside and outside the office so that working together comes easy.

When hiring new employees, Ropella is concerned about culture first and foremost. They know that the best team members are not necessarily those with the most credentials — skills can be trained — they are the ones with great character and attitude.

## CORE VALUES







## ON-SITE FACILITIES

Ropella's state-of-the-art headquarters provide an employee-friendly atmosphere in combination with the best computer and communications technology available. It houses art collected from all over the world and has an on-site fitness center with locker rooms, workout equipment, a pool table, and a racquetball court.





### **PATRICK ROPELLA**

*Chairman & CEO*



Having dedicated his career to helping companies across the globe in sourcing, marketing to, assessing, recruiting, on-boarding, retaining, training and transforming top talent, Patrick Ropella has a global perspective on Executive Search and Talent Management.

He has worked with professionals across all roles and functions, cascading from the top levels of management to apprentices coming straight out of college. Over the past 30+ years he has seen many individuals that he's personally assisted make career transitions become well trained leaders and join the C-suite at many of the world's largest corporations.

His experience within the global chemical industry as a dominant talent management leader allowed his firm, Ropella Group, to grow to the leading position it now holds with a wide variety of corporate clients in the industry and provided a seamless transition to begin serving major consumer product companies, energy companies, Nano, Bio and other high technology companies.

Patrick has written for a wide variety of trade publications, newspapers and business journals on subjects related to the topics covered in *The Right Hire*. His writings have also been published in Germany, Italy, Latin America and Asia.

Patrick and Robbie reside in Destin, FL, with sons Richard and Robert in the outlying Milton area.



### **ROBBIE ROPELLA**

*President of Executive Search*



As President of Ropella Executive Search, Robbie Ropella works closely alongside Patrick Ropella to place top performers with some of the world's best companies, focusing on the Chemical, Consumer Products and Pharma/Nutra industries. Robbie is one of the Ropella Group's most vital marketing and networking assets, working her magic at trade shows and helping to boost the name and reputation of the Ropella Group internationally.

Robbie has a gift for understanding her clients and the needs they face. She connects with people and enjoys finding the perfect "niche" professionals to complement a company's unique corporate culture, vision and methods. She is truly a driving force within the Ropella Group, providing energy when it is lacking, encouragement when business is tough and recognition when the team achieves success.

Robbie is actively involved in her community as a leader, volunteer, public speaker and caregiver. She was awarded the Family Champion Award for 2008 from the Northwest Florida with Families Count program.

She especially enjoys working with the Gulf Coast Career Network Ministry to coach and mentor laid-off professionals in need of resume help, interview guidance and tips for job hunting.

Patrick and Robbie reside in Destin, FL, with sons Richard and Robert in the outlying Milton area.





## ERIC KRAUSE

*Senior Vice President*



Eric Krause was born in Nebraska and raised in Pensacola, Florida. He holds a BS in Business Management from the University of Florida and an MBA from the University of West Florida. After serving as Marketing Coordinator and Researcher for IMS ExpertServices, he applied his skills as Manager of Donor Services at WSRE, PBS for the Gulf Coast.

Eric brings a strong business background and several years' experience to Ropella, along with a knack for leadership and project management. He constantly strives to improve company efficiency and effectiveness through thorough research, planning and implementation of best practices.



## CHRISTIAN HOGUE

*Vice President, Client Partnership Development*



Christian Hogue is a native of the Florida panhandle who joined Ropella in September 2017, after CEO and President Patrick and Robbie Ropella recruited him from his job as a Sales and Leasing Consultant with Sandy Sansing Car Dealerships in Pensacola and Milton, Florida. After spending a few months as an Executive Search Consultant - and excelling in that position - Christian joined the Business Development Team as Manager, Client Partnership Development.

In addition to speaking with prospective clients about Ropella's superior service offerings, Christian travels the country to represent the company at various industry tradeshows including ACS (American Coatings Show) and SCC (Society of Cosmetic Chemists) Suppliers' Day.

Christian has his Bachelor's degree in Mechanical Engineering from the University of West Florida. He is currently a candidate for UWF's MBA program.

In his free time, Christian enjoys anything at the beach or on the water, especially wakeboarding and surfing. He has one dog and two cats.

# MARKETING MANAGER

ROPELLA

The Marketing Manager is responsible for developing and executing the marketing and digital strategy and to ensure that it aligns with overall Ropella style, goals and objectives. Will have overall accountability for delivering high-quality and timely strategic marketing and digital services.

The ideal candidate must have deep experience in several (though not all) of the following core areas of marketing: email marketing, online advertising (PPC), web design, social media, webinar & event management, and marketing operations.

In addition, the individual must have superior analytical skills, be highly organized, be a team leader, energetic, and able to juggle a variety of time-sensitive projects.

## JOB RESPONSIBILITIES

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- Serves as key marketing person for the Ropella Group companies, providing support in the area of marketing strategy and management.
- Develops the annual marketing plan and the strategies, tactics and resources necessary to achieve system and goals for the following marketing buckets: email marketing, web, social media (LinkedIn), and Pay-per-click funnels.
- Provides leadership and/or supports the design, development, and implementation of products and service lines.
- Ensures all marketing communications are coordinated, supports marketing plan objectives and manages effective expenditures and resources.
- Provides input and support to the company's leadership in the development of joint ventures, affiliations and partnership arrangements.
- Provides support in identifying and deploying new marketing technologies, anticipating changes to existing processes and proactively identifying opportunities to build and execute new processes.
- Act as a liaison between creative team members and internal employees, as well as outsourcing to vendors, ensuring alignment to achieve cross-functional objectives.
- Prepares presentations to explain the Ropella Group's current and future strategies.

## QUALIFICATIONS

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- Bachelor's Degree in Marketing
- A minimum of 5 years' experience and a demonstrated track record of accomplishments in marketing
- Creative and strategic thinker.
- Proficient computer skills, including experience with Microsoft Office Suite and Adobe programs
- Excellent project management, problem-solving, writing and communication skills
- Working knowledge of HTML, CSS a plus
- Must work effectively in front of Senior-level information technology executives, Board of Advisors, Ropella clients, executives, and senior leaders of affiliated institutions and enterprises
- Required upon hire to sign a non-compete agreement, a drug-free and tobacco-free workplace agreement.





## ABOUT MILTON AND NORTHWEST FLORIDA

Tucked away off Northwest Florida’s beaten path is the city of Milton, an unspoiled destination for anyone seeking adventure and unsurpassed natural beauty. Milton is the county seat of Santa Rosa county and is among the oldest cities in Florida, incorporated in 1844. It maintains a fine balance between small town charm — it’s hard to go anywhere without running into someone you know — and modern urban life. Adding to the tight community bond are the numerous events that Milton hosts throughout the year, including Scratch Ankle festival, First Friday, Bands on the Blackwater and other celebrations and art shows that often debut on the river walk.

Although most people come to the Emerald Coast for the beautiful white sand beaches, the crown jewel of Santa Rosa County is its Blackwater River State Forest. Historic downtown Milton proves easy access to the tea-colored, sand-bottom river which offers nearly 40 miles of canoe routes. When looking to take a break from the water, the area also offers trails for hiking, biking and horseback riding, as well as a special trail marked for bird watchers.

Milton offers many areas to shop, from popular chain brands to an abundance of locally owned specialty shops. Larger shopping malls are located in the nearby cities of Pensacola and Fort Walton Beach/Destin.

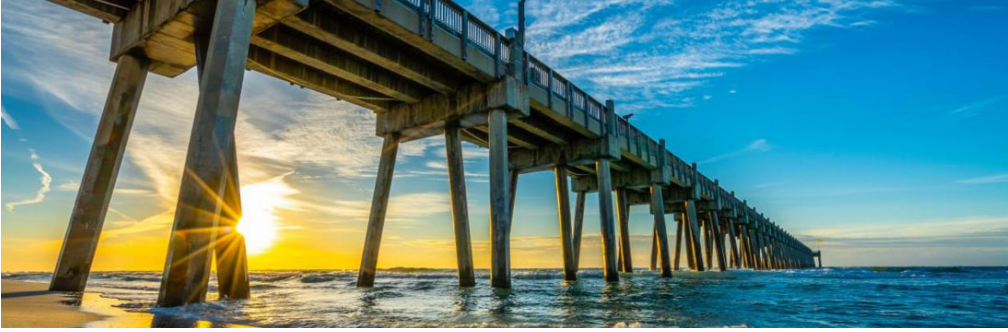
Pensacola, established in 1559, has the honor of being “America’s First Settlement.” As such, the area is deeply steeped in cultural history. Known as the “City of Five Flags,” Pensacola has been ruled by five governments over the centuries: Spain, France, Great Britain, the Confederate States of America and, of course, the United States of America. Take a guided tour of 19th-century homes, the 1832 Old Christ Church or the Naval Aviation Museum.

Perhaps the one thing Pensacola is most known for — other than having the world’s whitest beaches — is being home to the Blue Angels, the second oldest formal flying aerobatic team in the world. The team’s show season runs from March until November, when the pilots perform for more than 10 million people around the country.

From the world’s largest artificial reef to picturesque walking trails, visitors will find plenty of ways to have fun in the sun.



## LOCATION OVERVIEW



### MILTON QUICK FACTS

**~10,000**

*census population*

**PNS**

*closest major airport*

**PENSACOLA**

*closest major city*

**I-10**

*major highway*

There are also a number of outdoor annual festivals that take place in Pensacola throughout the year, including the annual Crawfish Festival, FooFoo Festival, Blue Angel Homecoming Air Show, Great Gulf Coast Arts Festival and New Year's Eve Pelican Drop.

Sports fans will enjoy the beautiful golf courses, watching the Blue Wahoos (AA affiliate of the Cincinnati Reds) or the Ice Flyers (Southern Professional Hockey League), or some DII UWF Football. Art enthusiasts can catch a show at the Saenger Theatre or Pensacola Little Theatre or visit the Pensacola Museum of Art, Historic Pensacola Village or Pensacola Lighthouse. Meanwhile, those looking to further their education have a variety of options including Pensacola State College, Pensacola Christian College and the University of West Florida.

Just east of Pensacola is a relaxed beach community known as Navarre. Nestled between Gulf Islands National Seashore and Navarre Beach County Park, this community offers solitude and simplicity. Visitors can sun on the beach, swim in emerald waters, enjoy a picnic in the park or pedal along a scenic bike path.

A popular spot among avid fishermen, the Navarre Beach pier is the longest fishing pier in Florida, stretching 1,545 feet long and towering 30 feet above the calm waters. Here, visitors can almost always spot schools of fish – both tiny and grand – in the crystal clear depths, with stingrays and dolphins making an occasional guest appearance. They say time moves slower here, so visitors and residents alike find it easy to take a break, kick back and relax.

For those seeking additional shopping opportunities and outdoor fun, the cities of Destin and Fort Walton Beach are only a sidestep away from the laid-back Navarre community. The area offers endless strings of recreational fishing fleets and water activities including jet skis, parasailing and swimming with dolphins.

The Destin Commons and Silver Sands Outlets offer access to a multitude of national chains, including Banana Republic, Abercrombie & Fitch, Bass Pro Shops and Lowes, as well as a bowling alley, movie theatre and several restaurants.

Alternatively, visitors can take a walk through Downtown Fort Walton for skate and surf shops, high fashion and other boutiques for every taste.



# MILTON, FL

## HIGHLIGHTS AND LINKS

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### 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)

**Aventures 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)

**OTHER OPPORTUNITIES WITH ROPELLA INCLUDE:**

- Business Development Representative
- Client Partner
- Database Administrator & Researcher
- Information Research Associate
- Executive Search Consultant
- IT Manager
- General Admin/Accounts Receivable Manager
- Graphic Designer/Digital Marketing Assistant
- Database Development Expert



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*Manager of Talent Acquisition*  
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