



ROPELLA® CANDIDATE SCORECARD



NANODIMENSION

CANDIDATE'S NAME _____

POSITION *VP OF GLOBAL MARKETING* _____

DATE _____

REVIEWER'S NAME _____

The Score Card is used to determine a preliminary score for each candidate and their potential fit for the role.

1. Begin with a phone or video interview.
2. Complete this Scorecard using the data collected from the phone interview, resume, and completed Skill Survey.
3. Use the completed Scorecards to compare each candidate (on an apples-to-apples basis) to decide who moves on to the next step in the interview process.

SCORING KEY

3 = Excellent | Proven experience, background, and past examples that are a strong fit for this role.

2 = Competent | Experience, background, and examples that are a potential fit for this role.

1 = Below Average | Experience background and examples that could be a detriment to this role.

Bonus = +1 | Exceptional experience or characteristics that go above and beyond the desired requirements for this role.

SKILL SURVEY ANSWERS TO SCORE	SCORE
1. Outline your years of experience in B2B or B2G marketing roles. Which marketing functions do you have the most experience in (i.e., market analysis, market strategy design, marketing communications, digital marketing, launch management, product management, etc.)? Which products/industries are you most familiar with?	
2. Highlight your years' experience leading a marketing team. What is the largest group you have led? Of that number, what was the breakdown between direct and indirect reports? What functional areas reported to you?	
3. Describe your range of experience in which you led and/or collaborated with international teams. Outline the global regions where you have significant experience and/or have experienced the most success.	
4. Share an example of a marketing process or technology that you implemented to support your company's overall marketing strategy. Why was it needed? What collaboration and reporting tools did you use to ensure successful cross-functional collaboration from end to end? What metrics did you use to measure outcomes (and what were the results)?	
5. Describe your successful experience providing vision and leadership in a "matrix" environment where you were able to gain buy-in for new strategies and lead through influence to ensure cooperation and coordination among cross-functional teams.	
SKILL SURVEY TOTAL SCORE	

ADDITIONAL CONSIDERATIONS	YES/NO/UNCERTAIN
Education Fit Is the candidate's formal education and training an asset to this role?	
Relocation Fit Does the candidate have minimal hurdles to relocation (home ownership, employed spouse, children in grade school, cost of living difference, etc.)?	
Motivation Fit How interested is the candidate? Will your opportunity compete with the candidate's current role, an upcoming promotion, possible counter offers, or other ongoing interviews with competitors?	
Compensation Fit Will we be able to offer a total compensation package that will motivate the candidate to make a change?	
Communication Fit Is the candidate a strong communicator who is easy to understand?	

For each candidate that moves forward, now is the time to start the reference check process (www.outmatch.com) background check process (www.clearcheck.com) and assessment process (www.hogan.com). Remember, the more data and information you can collect earlier in the interview process, the better - as this will make for much better interviews and hiring decisions.

ADDITIONAL REVIEW NOTES: