

Some Top Marketing Executives Don't Like Their Jobs Either

Contributed by Anderson Analytics
Monday, 22 January 2007

Some Top Marketing Executives Don't Like Their Jobs Either! But That's Where Any Similarities End

Market Research Consultancy Anderson Analytics and Marketing Executives Networking Group (MENG) Partner to Get Inside the Minds of Elite Execs and Find out just what makes them "Elite"

STAMFORD, CT—January 23, 2007—Anderson Analytics today announced the results of its exclusive survey of highly successful marketing executives. Anderson worked with Marketing Executives Networking Group (MENG), whose members must satisfy the minimum base salary requirement of \$150,000, to delve into the minds of the highest ranking marketing professionals.

Some results of the Marketing Executive survey were not surprising:

- 74% of the positions being considered by the respondents were at compensation levels over \$200,000.
- 84% of members have Fortune 500 company experience.
- 70% have a Graduate or Post-graduate degree; among these over half received them from a Top-20-Business School.
- 21% have attended an Ivy League school at some point.

Other results indicate that these highly paid executives aren't likely to stay in one place for very long:

- 72% of the members surveyed have worked with an executive recruiter within the past two years to explore specific opportunities.
- 11% of members are in a period of career transition, additionally, another 37% of the members who are currently employed are exploring other opportunities.
- 61% of these senior marketing executives are likely or extremely likely to look for a new job in 2007.
- Only 69% of senior marketing executives are relatively happy in their jobs (6-10 in a 10-point scale).

"The survey was a unique opportunity to get inside the minds of an elite group of senior marketing executives, specifically those making at least \$150,000 a year," said Tom Anderson of Anderson Analytics. "We found that these execs are a highly recruited group of people, and sometimes, not coincidentally, they are more likely to explore other job opportunities."

Richard Guha, Chairman of MENG, said of the project "Anderson Analytics is a market research firm that knows how to elicit honest feedback on sensitive topics, and thus is able to deliver for us a truly deep understanding around issues such as job satisfaction, compensation, recruiter involvement, etc."

About Anderson Analytics

More than Market Research, Anderson Analytics is a next generation marketing consultancy that combines new technologies, such as data and text mining capabilities, with traditional market research techniques. We focus on helping clients Gain the Information Advantage by combining the efficiencies and business experience found in large research firms with the rigorous methodological understanding from academia and the creativity found only in smaller firms. Our clients put their customers first and so do we, visit our website to learn about "The AA-Assurance" <http://www.andersonanalytics.com/>.

About Marketing Executives Networking Group (MENG)

The Marketing Executives Networking Group (MENG) is a national organization of over 1500 top-level marketing professionals devoted to enhancing its members' professional skills, relationships, and knowledge. As a not-for-profit organization, MENG seeks to foster good relations with hiring officials and their representatives. It provides ongoing education in professional skills and career management through monthly chapter meetings, webinars, a library of on-line resources, its website and an e-mail information system. We foster excellence by sharing marketplace information, best practices, experience and personal relationships to support professional growth. MENG is open to senior executives across all marketing and sales disciplines and accepts job postings at the VP/director level and above with a base salary of \$150,000 or higher. For more information, see: <http://www.mengonline.com/>