
Your Public Affairs Career*

*Or everything you ever wanted to ask a headhunter but haven't had an opportunity to...until now.



Public Affairs Council
MANAGE YOUR WORLD

Presented by: Julian Ha
September 2019

A Peek Inside The Black Box

► **Who Are We? What Do We Do?**

- Who are we?
- Who am I?

► **Who Do We Work For?**

- Who do we represent?
- Our business model

► **How Do We Do What We Do?**

- How do we conduct our searches?
- How do we assess you?

► **What Do We Look For?**

- Characteristics/ Culture Fit

► **The Market + CVs + Comp**

- State & Local vs. Federal
- CV Tips
- Compensation

Who Are We? What Do We Do?

About Heidrick and Struggles

Global Reach

Approximately 1,800 employees and 380 consultants working from over 50 locations

Stability

NASDAQ-listed firm with revenues exceeding \$582 million. As a public company our financials, code of conduct, transparency, and ethics is governed by U.S. law.

Premium Brand

More than 60 years of industry experience and brand equity. Only Leadership and Talent Firm on Forbes' America's Most Trustworthy Companies List.

Leadership Advisors

Leadership Consulting services, including culture shaping, executive assessment, succession planning, leadership development and strategy.

Operating Structure

Global platform of seven industry and seven functional practices, allowing us to assemble best teams for every search.

Culture

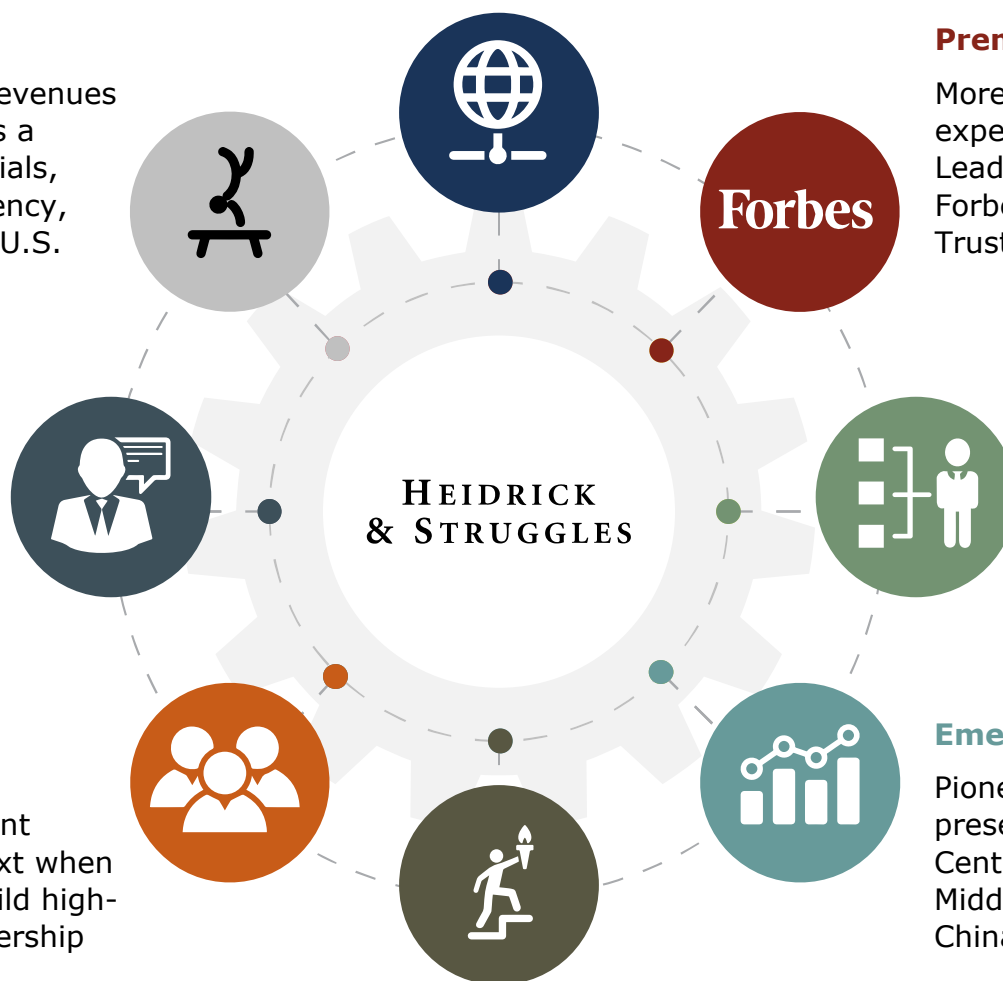
We focus on the importance of client culture and context when helping clients build high-performance leadership teams.

Emerging Markets

Pioneer in establishing presence in emerging markets: Central and Eastern Europe, Middle East, Latin America, China and Asia-Pacific.

Market Leaders

First search firm to establish a global Knowledge Management Centre in 2003; located in New Delhi, India.





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Julian Ha is a Partner with Heidrick and Struggles based in Washington, D.C. Julian leads the firm's Government Affairs Practice and places Heads of Government Affairs, Public Policy and Corporate Affairs into public and private firms and member-driven organizations across all industries and sectors. Julian also leads the firm's Trade Association sector and has extensive Association Board experience – he is currently a board member of the Public Affairs Council, US-ASEAN Business Council, and the National Association of Corporate Directors – Capital Area Chapter. He also serves on the global Board of AESC which represents the entire retained executive search and leadership consulting profession.

Prior to executive search, Julian practiced as a corporate lawyer in New York, Washington, DC, London, Singapore and Shanghai. As a lawyer for Paul Weiss, Baker & McKenzie and Linklaters, he advised multinational corporations on their IPOs, private equity investments and cross-border M&A transactions. Julian has also served as a Director in the Corporate Finance group of Evolution Securities China Limited, an investment bank based in London, UK.

Julian also has private sector Boardroom governance experience. He has served on the Board of China Recycling Energy Corporation (CREG), a NASDAQ-listed cleantech company where he chaired CREG's compensation committee and Propulsys, a privately-held, precision manufacturing company with operations in the US, Germany and China.

Julian received his BA from Cornell University, his Masters degrees from the London School of Economics and Harvard University and his JD from The NYU School of Law. He attained a Certificate in Corporate Finance from The London Business School and holds a NACD Certificate of Director Education.

Who Do We Work For?



Recent Representative Searches



ACLI
Head of
Government
Relations



ADM
Director,
Government
Relations



American Tower
Senior Vice
President, Public
Affairs



AMD
Director,
Government
Relations, China



Air Products
Vice President,
China Government
Relations



Applied Materials
Senior Director,
Central
Government Affairs,
China



Caterpillar
Director,
Government Affairs,
Americas (ongoing)



Chevron
Vice President,
Government Affairs



**Consumer
Technology
Association**
Vice President,
Congressional Affairs



Deloitte
Consultant,
Government
Relations



**DSA Direct Selling
Association**
Senior Vice
President, Public
Affairs



eBay
Head of Global
Government
Relations



Entergy
SVP, Government
Affairs



GE Transportation
Government
Relations Leader



General Motors
Head of Global
Public Policy



Hewlett-Packard
Director,
Government Affairs,
EMEA



Hyundai
Vice President,
Government Affairs



**Institute of
International
Finance**
Head of Insurance
Regulation and
Advocacy

Recent Representative Searches



Indivior
Vice President,
Global Government
Affairs



**Information
Technology
Industry Council**
SVP, Government
Relations



**Johnson &
Johnson**
Vice President,
Government Affairs,
Asia Pacific



Liberty Mutual
Vice President,
Public Affairs, Policy
& Planning



MBDA
Vice President,
Government
Relations



Medtronic
Vice President,
Government Affairs
- Americas



MetLife
Vice President,
Government
Relations, Asia;
EMEA



Panasonic
Vice President,
Corporate &
Government Affairs



Reed Elsevier
Director,
Government Affairs,
South America



Rio Tinto
VP, Internal Affairs,
US



SAP
Global Head of
Digital Government



TE Connectivity
Vice President, Global
Government Affairs &
Corporate Social
Responsibility



Toyota
Vice President,
Government Affairs



United Airlines
Senior Vice
President,
Government Affairs



United Guaranty
Senior Government
Relations Officer



UPS
President, Public
Affairs



VMware
Vice President,
Government Affairs

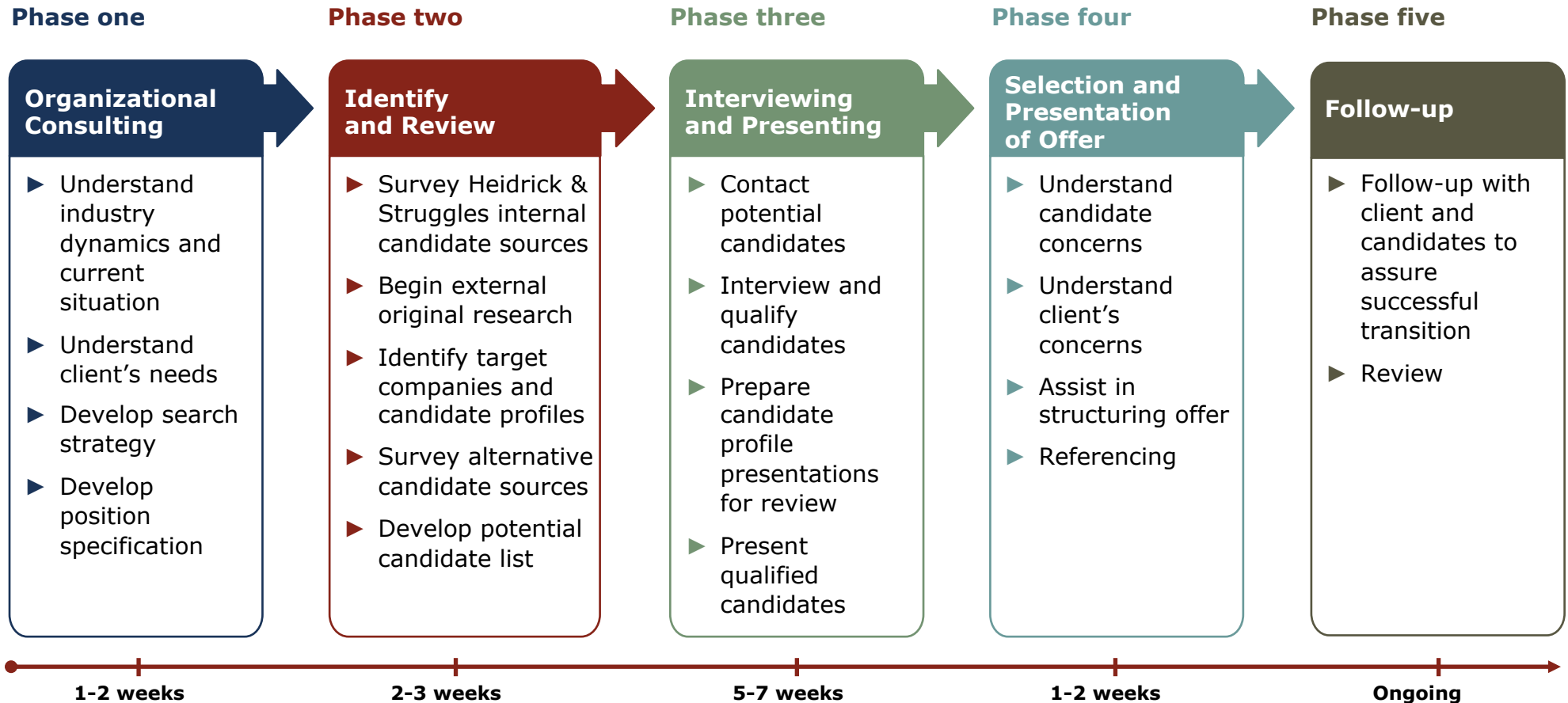


Visa
Head of Government
Policy, Americas;
Head of Government
Relations, US

How Do We Do What We Do?

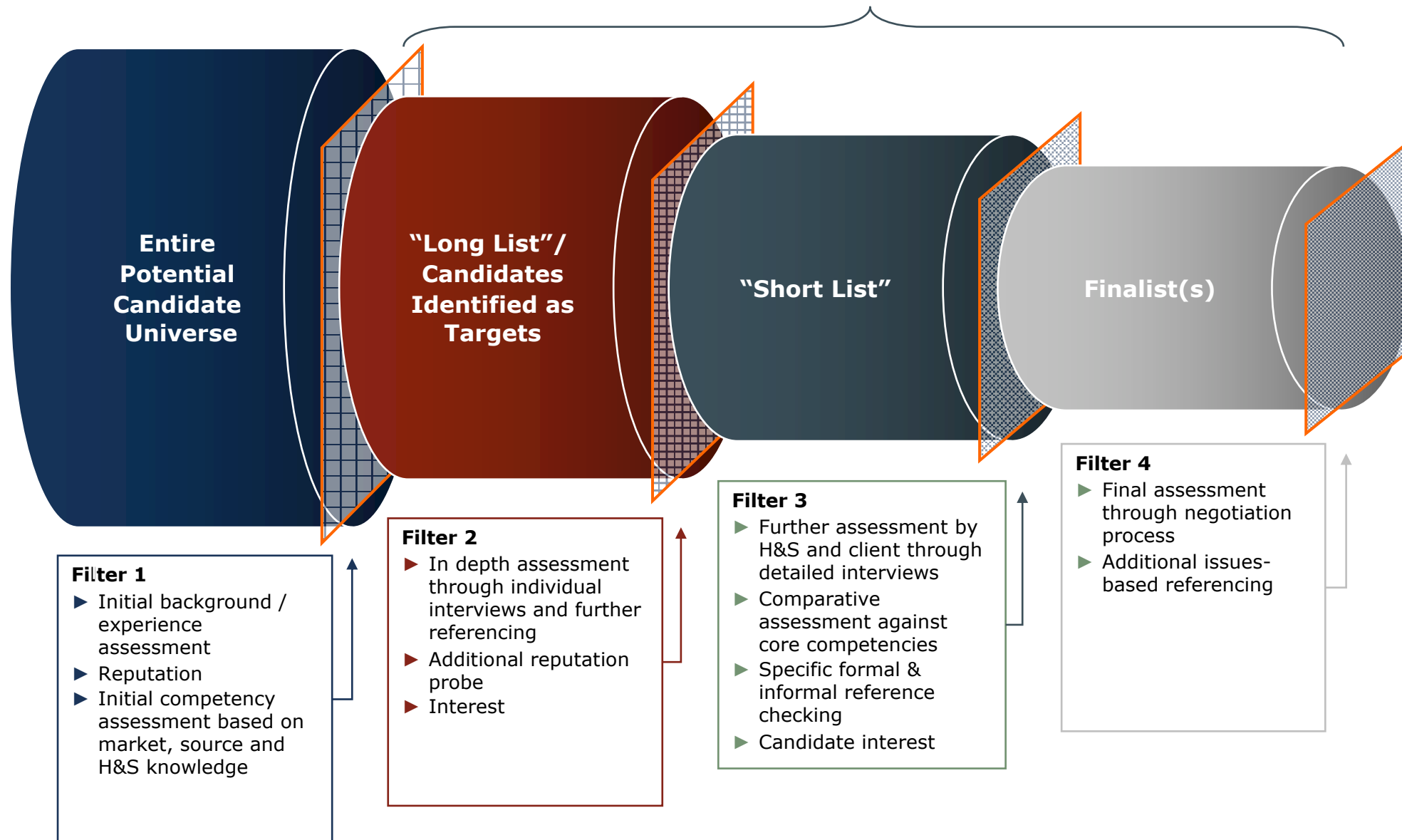
Conducting the Search

This is an indicative map for the executive search process. We communicate regularly with clients to ensure that they are updated on the progress of their assignment.



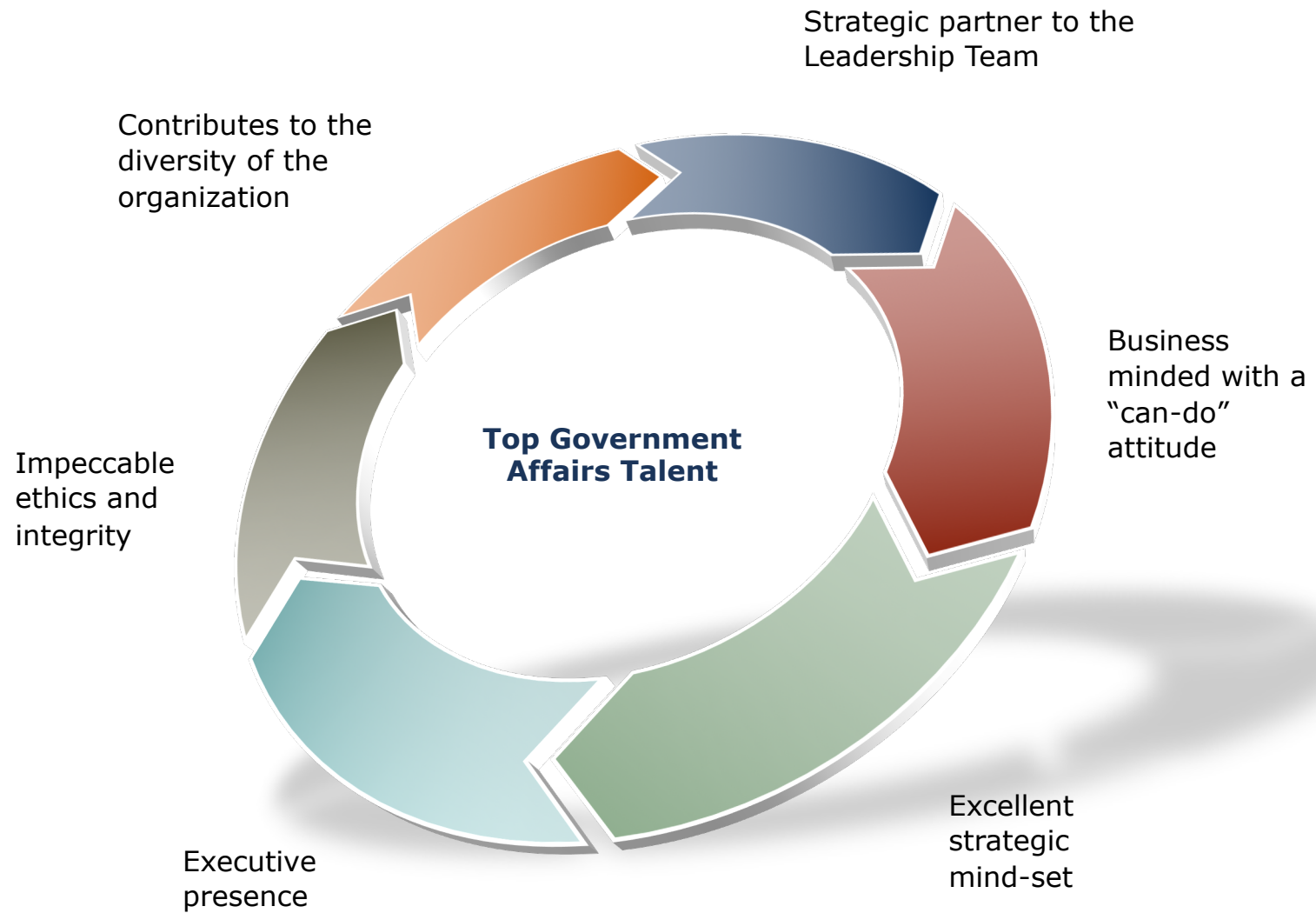
Executing the Search – the “Filtering” Process

As finer and finer filters are applied, Client involved at every stage



What Do We Look For?

What We/ Clients Look For



Characteristics We/ Clients Look For

Point of Intersection within the Organization

- ▶ Leads or influences government & regulatory affairs, external/internal communications, corporate social responsibility, and/or customer service.
- ▶ Works closely with Business Units.
- ▶ Operates globally and brings together global perspectives.
- ▶ Subject matter expert



Business Partner

- ▶ Acts as a trusted advisor and sounding board to the CEO, the executive team, business unit heads and functional leaders – including Legal, Human Resources, Marketing and Finance.
- ▶ Demonstrates “ROI.”
- ▶ Is able to say to leadership: “Here is what is happening and what it means to us.”



Leadership

- ▶ Leads by example.
- ▶ Develops his or her team.
- ▶ Able to operate under ambiguous conditions.



Keen Business Acumen

- ▶ Articulates the business case for every communications recommendation.
- ▶ Aligns public and government affairs with strategic goals and objectives.
- ▶ Uses communications as a lever for growth and profitability.



Characteristics We/ Clients Look For

Protector of Reputation and Brand



- ▶ Keeps a keen eye out over the horizon for evolving issues and opportunities.
- ▶ Continuously monitors the overall risk landscape to manage reputational risk.

Point of View + Credibility to be Heard



- ▶ Faces up to difficult situations.
- ▶ Questions organizational decisions and presents alternative views.
- ▶ Points out the potential for unintended consequences.

Strong Fundamentals



- ▶ Inspires a team by creating a sense of purpose.
- ▶ Excels as a thinker, writer and speaker.
- ▶ Responsive.
- ▶ Creative.
- ▶ Upholds highest ethical standards.
- ▶ Asks the right questions.
- ▶ Listens.

The Market + CVs + Comp

The Market + CVs + Comp

► The Market

- State & Local vs. Federal
- Good News

► Your CV

- KIS – Keep It Simple
- Chronological
- “Me” document not a “We” document
- No Typos; Gaps
- Preparing for the interview

► Comp

- Opaque
- Internal equity
- Variance across Industries
- Cash vs. Equity

► Final Thoughts

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WE HELP OUR CLIENTS CHANGE THE WORLD,
ONE LEADERSHIP TEAM AT A TIME™

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