



"If generosity, knowledge, passion, and mentorship are the marks of a true career professional, no one brings those rare values to life better than Beth Stefani."

Nationally Prominent Career Coach

"Beth is a 'Rock Star' who gives you the tools you need."

Chief Executive Officer

"Beth Stefani is a bonafide expert in career management. She's an excellent career 'communicator' and knows how to exploit fully online career resources and services."

Senior Media Executive

Beth Stefani has been providing career coaching, personal branding, resume writing, and outplacement consulting services to executives and career-minded professionals from a broad range of organizations for over two decades. She joins the Yellow Brick Path team as our expert in Executive Execution Services, a unique program that gives clients an extra edge in reaching their targeted employers.

Beth believes in the "Power of TWO" – that by working together superior results are achieved. Her commitment to her clients' successes, her far-reaching experience in the career field, and her laser-focused attention to detail underscores the power of this partnership.

Beth's early career included roles in commercial lending as well as university-based career services. She holds an MBA and Ed.M. in Counseling from SUNY at Buffalo and a BA in Psychology from Grove City College. Beth is a Certified Job and Career Transition Coach (JCTC), a Certified Professional Resume Writer (CPRW), and a Reach™ Certified Personal Branding Strategist.

GETTING TO EXECUTIVE RECRUITERS

Struggling with how to approach executive recruiters?

Which ones to target? How to contact?

Concerned about confidentiality?

Wonder if there is any ROI from resume posting and sending out emails?

Beth provides executive resume positing and talent profile development services on the leading national executive job search website, **BlueSteps**, and she executes direct email campaigns to targeted executive search recruiters based on your criteria.

BlueSteps is an exclusive service of the Association of Executive Search Consultants (AESC), the global association for the retained executive search industry, representing leading firms retained by companies to fill senior management positions.

BlueSteps is a discreet membership service with access to member career profiles and resumes available only to the top executive recruiters at AESC member firms. Beth's clients receive a 20% discount on the lifetime membership fee at **BlueSteps**.

"Beth sent my resume directly to the inboxes of about 250 industry specific recruiters. Within 2 weeks, I had 6 position specs, for which I am now working through multiple rounds of interviews."

Aerospace Engineering Executive

Executive Recruiter Services Package

Ready: Beth reviews your background and job search targets. She re-purposes your cover letter specifically for a recruiter email campaign. Then, she works with you to join **BlueSteps** with her discount and set up any ancillary technology, such as the appropriate email account, necessary to execute the email campaign.

Set: Beth then posts your resume to **BlueSteps**, creates a talent profile, and consults with you to select a target pool of recruiters who specialize in your function, industry, and/or geographic preferences. She then prepares an Excel spreadsheet and sets up your email to go directly to the recruiters' individual email accounts at their respective firms.

Go: Beth initiates the campaign on your behalf and provides you with additional guidance on the followup strategies – including LinkedIn followup.