

Contact Information:

Paula Asinof, President & Founder  
214-526-8690  
pasinof@asinof.com

**Yellow Brick Path Announces New Advisory Board Member – M. Steven Kendrick**

FOR IMMEDIATE RELEASE

Dallas, TX – Yellow Brick Path is pleased to announce the addition to its Advisory Board of M. Steven Kendrick, President of KER Partners, LLC, a Texas-based retained executive search firm that focuses exclusively on recruitment of senior level Information Technology leadership and related positions across the enterprise for clients nationwide.



Steve has been a supporter of Yellow Brick Path since its inception. He and the company's President, Paula Asinof, worked together in executive search in the late 1990's at LAI Worldwide (later acquired by TMP/parent of monster.com and ultimately spun off to search industry leader Heidrick & Struggles). Steve regularly refers executives to Yellow Brick Path for guidance on their careers and career documents.

During his distinguished career in search, in addition to founding his own firm, Steve was a Partner at Heidrick & Struggles' Dallas office, a Principal at Spencer Stuart, and an Executive Director at Russell Reynolds Associates. Prior to executive search, Steve was a recruiter for the EDS Corporation and held sales positions at PepsiCo's Frito-Lay.

KER Partners, like Yellow Brick Path, is committed to partnering with clients and providing outstanding client service.



Steve joins the Board's current members, Patricia Q. Connolly, Richard D. Daniels, and Kenneth R. Lay. Each is a previous Yellow Brick Path client, has had an extensive career in senior leadership roles in well-known organizations, currently serve on for-profit and/or nonprofit Boards, and have training in executive coaching.

Steve's expertise in executive search adds a valuable dimension to the group.

The collective depth and breadth of their backgrounds as well as their personal experience with Yellow Brick Path, its services, and its methodologies make them ideally suited to serve on the Advisory Board. According to Yellow Brick Path's President, Paula Asinof, "Through the Advisory Board, Yellow Brick Path will increase its access to critical market intelligence and real-time perspectives on trends so that its clients continue to get some of the best and most timely counsel available."

**About Yellow Brick Path**

Yellow Brick Path (yellowbrickpath.com) is a nationally recognized career management, coaching, and consulting firm. The company works with individual executives and Board Director candidates as well as delivering workshops, authoring materials, and publishing books and articles on related topics. Yellow Brick Path uses a proprietary, interactive approach to developing career documents that is unique in the industry. In 2018, Yellow Brick Path received the "North American Excellence Award for Lifetime Career Management" from *US Business News*.

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