



Sandy Sanderson Bio & Background

Background:

Sandy Sanderson is a senior entrepreneurial executive with more than thirty-five years of involvement in Silicon Valley companies. He is Founder of **Meridian Executive Resources**, a fifteen-year company that provides executive career coaching for senior executives. Sandy has placed mission-critical executives with more than fifty high growth companies. Sandy has held senior engineering and marketing roles with Novell, National Semiconductor, Teradyne, and Tandem/Atalla. He has been a founder of several successful start-up companies in the Apple market.



Competency:

His background includes raising \$20M+ in first- and second-round funding from private placements and venture capital firms. He is involved with organizations such as Band of Angels, US Venture Angels, The Keiretsu Forum, Astia-WTC, TIE The Indus Entrepreneurs, SDForum, and BASN.

Summary:

Sandy provides a series of executive coaching programs in support of senior executives finding their next career or securing a new job opportunity. He is an active speaker providing workshops and seminars for leadership development in high growth companies for executive management team development-staffing, building business plans, and funding program development.

FAQs:

As founder of **Meridian Executive Resources** Sandy has committed his career and passions to supporting senior executives in their career development. The following FAQs provide insight on Sandy and the philosophy he applies in his support of executives in career development, & growth.

❖ Why Executive Career Coaching?

In twenty years of search I found a candidate's ability to present their career to be critical to a successful hire. Most executives could do a better job of presenting their strengths in the interview.

❖ Are there key issues in career interviews?

"Be Prepared" know how you fit into the company, know company-product-market information, Link yourself to expectations for the position, demonstrate why you are the right candidate.

❖ How do you get a career interview?

Today's market is tough. 5-10 candidates for every position, HR receives 100+ resumes for each job. The only way is by building a professional brand and finding an introduction to the company.

❖ What is a Professional Brand?

Resumes alone are not enough. A winning branding portfolio of key documents and presentation skills will set you apart in getting & winning the interview.

❖ Presenting careers & accomplishments?

Keep it Simple. Complex histories and multiple success stories can be confusing. Simplify your background to the job position you are after, focus on the position responsibilities & goals.

❖ How to stand out in the crowd?

The keys for executives in advancing their career are their ability to present their values, strengths, passions and accomplishments with confidence and knowledge of the company.

❖ How do you win the interview?

More understanding of the company & position than others. High linkage of skills and values to requirements of the position and company, having a plan for winning the position.

❖ Can I do this by myself as a candidate?

You can but it is difficult to convince yourself you need to change. A coach can improve your presentation and shorten your job search time.

