

Leading  
Women In  
Business:

MILWAUKEE

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*O, The Oprah Magazine, Entrepreneur & Fortune*

## Specialists in Employment with a Purpose

**Spano Pratt Executive Search, a boutique firm with national reach, plays talent scout for mission-oriented organizations, matching them with executives whose skills, experience, and passions align with their culture, wants, and needs.**

"It's serendipitous that Jamie and I ended up precisely where we are meant to be," says Rose Spano Iannelli. "We find the perfect talent to fill top-level positions at purpose-driven organizations. I'm rewarded every day knowing our work is helping our clients make a greater impact in the communities they serve."

Iannelli and business partner Jamie Pratt call what they do "Employment with a Purpose." Many of their clients are nonprofit organizations within diverse sectors including health care, philanthropic foundations, education, social services, the arts, youth services, and water and natural resources.

### Client Relationships

Relationships, longevity, and persistence in finding the right talent—as well as their recent national expansion—are at the root of success for Spano Pratt.

"New client relationships begin with a team approach to defining the role that needs to be filled. We involve all employees in the process—not just the board members—to get a clearer picture of the client's culture," Pratt explains. "And we believe in open and thorough communication in keeping clients informed as to the status of their search."

"Furthermore, our goal is for the client relationship to be more than a one-off event; we want long-term, committed partnerships with our clients," Pratt continues. "Post-hire, we're a great resource for consultative help related to aligning talent with strategy. As a result, we often find ourselves acting as a sounding board for company leadership."

### Candidate Relationships

The partners emphasize that good matches depend on a number of factors, including candidate skill, experience, cultural preferences, personal-life responsibilities, relocatability, and, of course, passion for mission.



**Managing Partners Jamie Pratt  
and Rose Spano Iannelli**

"One of the most exciting aspects of our work is that while helping our clients, we also get to match candidates with their passions," says Iannelli. "Learning what brings joy to an individual is an exercise that is especially telling and helps us make the best possible matches."

The firm maintains a database of more than 40,000 potential candidates. "So, of course, if we start by considering 100 candidates for a job, 99 still need to have a positive experience in this process," explains Pratt. "We manage candidate relationships carefully through what and how we communicate. We believe the process should be a positive one for all."

Joy, they both agree, is a dominant theme for Spano Pratt Executive Search. "We have worked together for 24 years—17 in this business. We're aligned as business partners and share similar values. It's a unique partnership that highlights the individual strengths of each of us," Pratt says. "And we are grateful for the opportunity to work with amazing employers."

"We've built this business from the ground up," Iannelli adds. "From local to national. How have we done that? How have we differentiated ourselves? It's all in how we approach it, and we approach it with joy and gratitude."

**Spano Pratt**  
Executive Search

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