IESF INTERNATIONAL EXECUTIVE SEARCH FEDERATION

GLOBAL REACH, **LOCAL KNOWLEDGE.**

Since 2002, successfully delivering local executive talent through a global network of IESF partners.

Adelina Roșca · President IESF

IESF Annual General Meeting · Vietnam · 2026

Opening: Presidential Vision

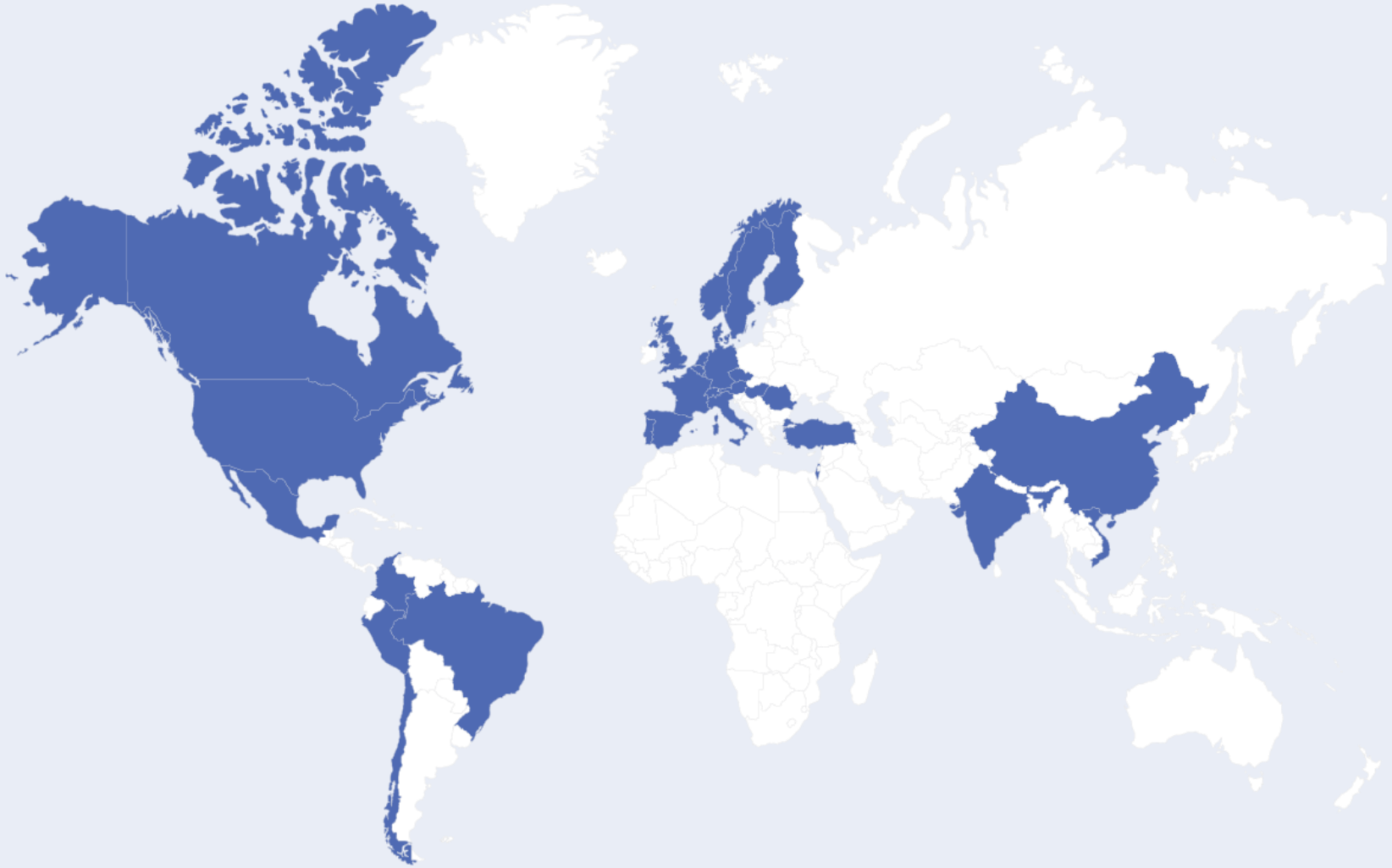
From International Network to Global Business & Leadership Platform

A network built on trust, now ready to become a true global business and leadership platform.

50
offices

27
countries

50 offices, 27 countries, one trusted global network. The next stage: turning that strength into measurable business, knowledge and visibility for every member.



Who I Am: Leadership & International Perspective

Adelina Roșca

Entrepreneur • Executive Search Professional • Career Coach • International Connector • Business & Community Builder

Founder & Managing Director of Rosman Talent Solutions/ Rosminds, IESF Member since 2010 IESF, LC Member since 2018, Board member of Romanian Business Leader since 2024. Previously Country Manager of Kilpatrick Executive Search, HR Business Partner, Psycholog and School counselor.

For more then 20 years I have worked in Executive Search combining strong local market with international reach and building long-term with business leaders across industries and countries.

Founders of Lady Leaders Community, Romania's first initiative for CEO / Managing Director / Site Manager women that could be transformed into an active, cross-border community.

Active Member of the Romanian Business Leaders - biggest Romanian NGO for Entrepreneurs as Board member, business events organizer, speaker and moderator.

Rosman Talent Solutions
Rosman Group

2025-2026 Snapshot

1.2 Mil Eur Group turnover	**500 K Eur** Executive search Turnover	**8 People** Core team	**Two offices:** Timisoara and Bucharest	**15 Sector Practices International and national clients**

Our business

Executive search & recruitment	**Advisory / Interims**	Career Counseling	**Talent navigator Outplacement**	**HR administration and payroll**.

The Minds behind Rosman Talent Solutions

Adelina ROSCA

Founder / International Executive Search Consultant Career Coach

Mihaela PLESCAN

Sr HR Consultant Career Coach

Daniel TIRITEU

Operations Manager Career Coach

Raluca KEMPF

Senior HR Consultant

Oana STRATILA

Senior Talent Acquisition Consultant

Cristiana BIRIS

Senior Talent Acquisition Consultant

Lucia JARCU

Talent Acquisition Consultant

Madalina BIROVESCU

Talent Acquisition Consultant

My IESF Journey: From Member to President

From contributing to the network to serving the network.

2010 joined IESF – 2026 IESF President

2019 2022

Twice cross-border Champion as Assignor

International clients: FM Logistic, Morningstar, Telko, MMM, Connect Group, Tahal, SBA, Solina, Wizrom

IESF countries: Swiss, France, Spain, India Norway, Brasil, Israel, Poland, Nederlands

2018

Organized the IESF regional conference in Timișoara

First international conference organized in Timisoara for CEO and HR Directors with 101 attendance

New Partner Development

Active contributor to the New Partner Development Taskforce, identify and engaging potential partners to expand IESF into new markets.

IESF Leadership Council

Served on the Leadership Council, contributing to governance and cross-border collaboration across the network.

International Visibility

Represented IESF at recruiTECH Budapest in May 2025
Represented IESF at the HR Core Lab Barcelona in March 2026.

The Starting Point: What We Have Today

"We are not starting from zero; we are building on a strong international foundation."

24 years of being GLOBAL – TRUSTED - COLLABORATIVE

Existing foundation

#1: Trust

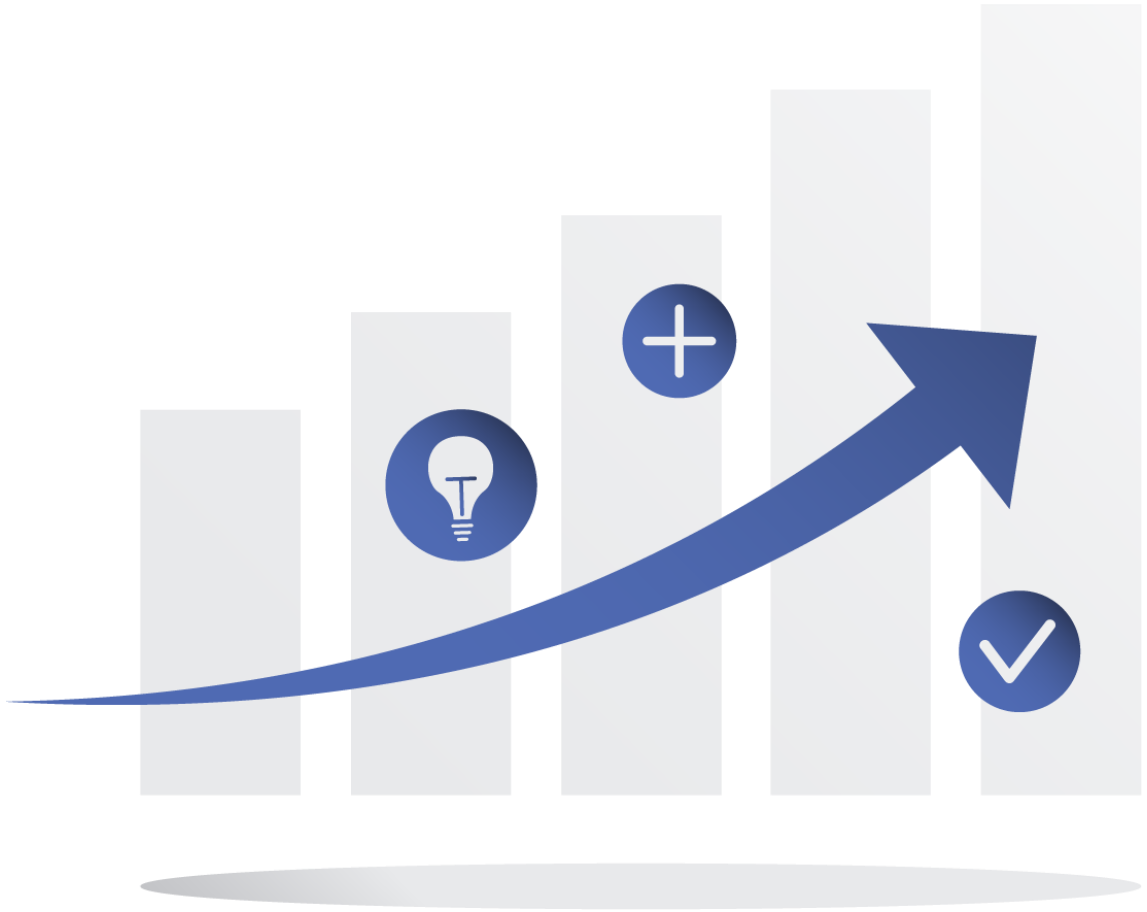
79% of members rank the trusted global network as IESF's top benefit today.

#2: Retention

More than 90% of firms stay year after year: deep, trust-built partnerships.

#3: 27 Firms

An established international network of independent, trusted executive search leaders.



Member Survey: We Asked, You Answered

24 partners across 24 countries responded: a strong, representative cross-section of the IESF network.

24

partners responded

across 24 countries

4.3/5

average satisfaction

with value received from IESF

4.2/5

average sense of connection

to the IESF community

96%

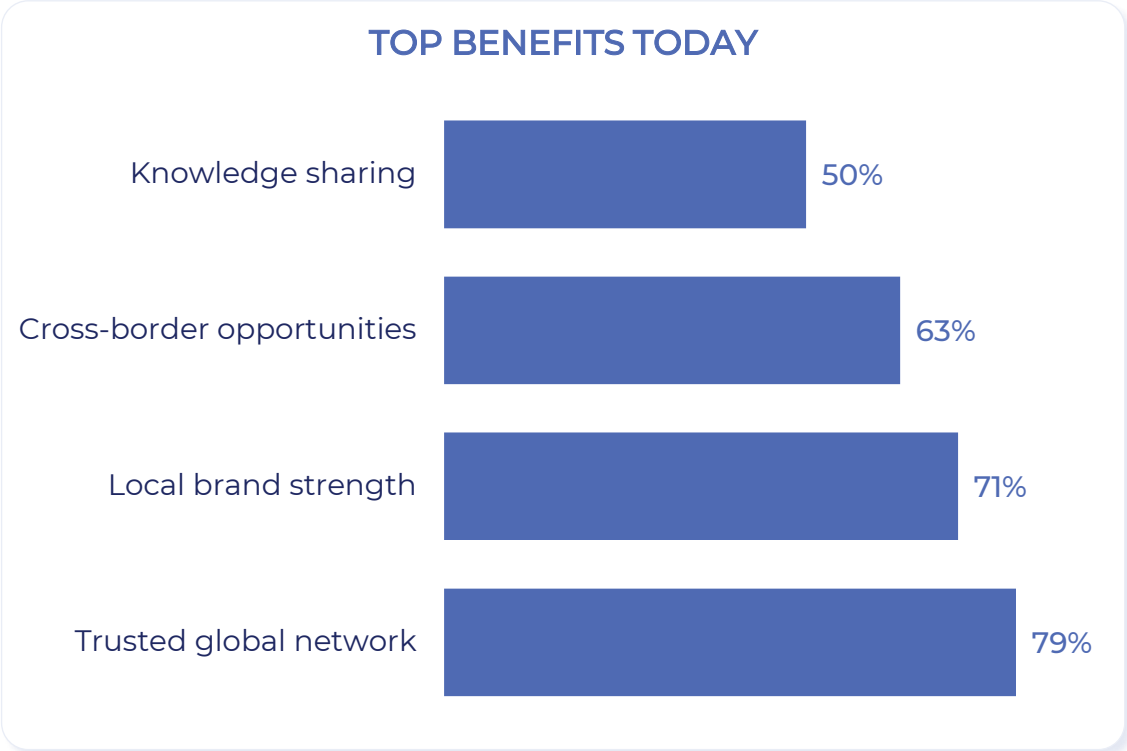
willing to contribute

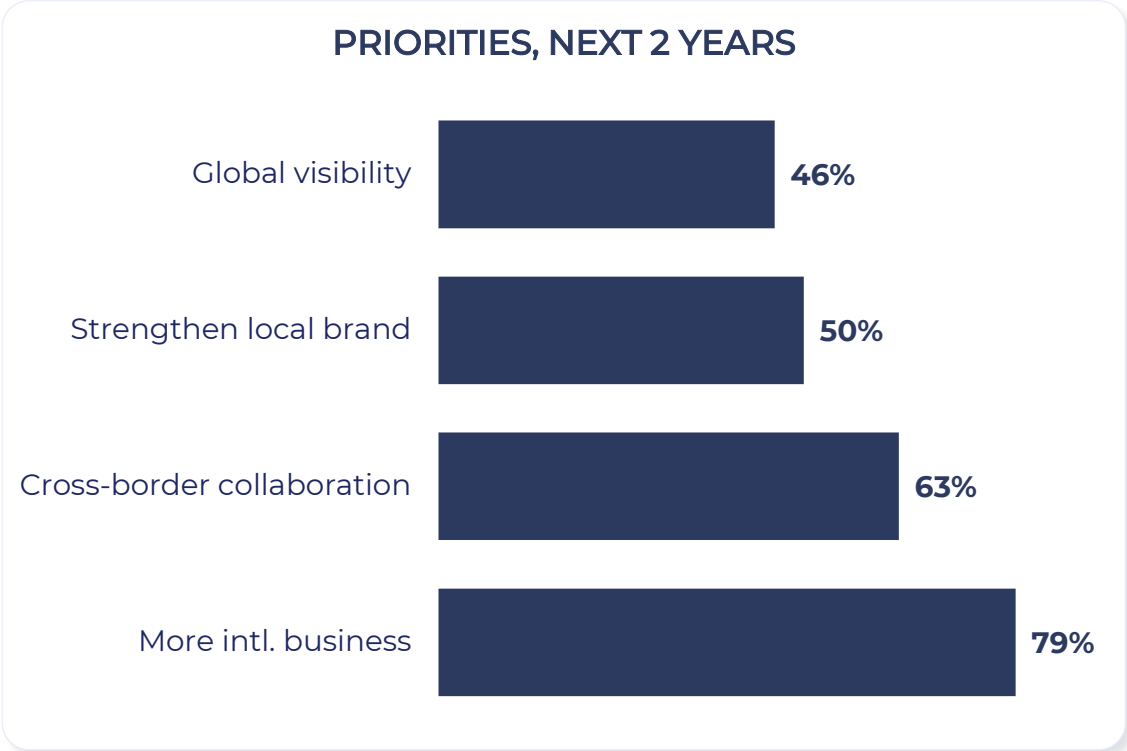
to future marketing initiatives

Members are satisfied and largely feel informed (92%) but they consistently ask for more visibility, more cross-border collaboration, and practical marketing support to act on the trust IESF has already built.

What I Heard: Turning Feedback into Priorities

Benefits members value most vs. what they want next.





Base: 24 respondents · multi-select question, % who selected each option

Read-through: the network's strongest asset - trust - hasn't yet translated into equally strong external visibility. Members want IESF to convert that trust into brand strength and cross-border deal flow.

What I Heard: Turning Feedback into Priorities

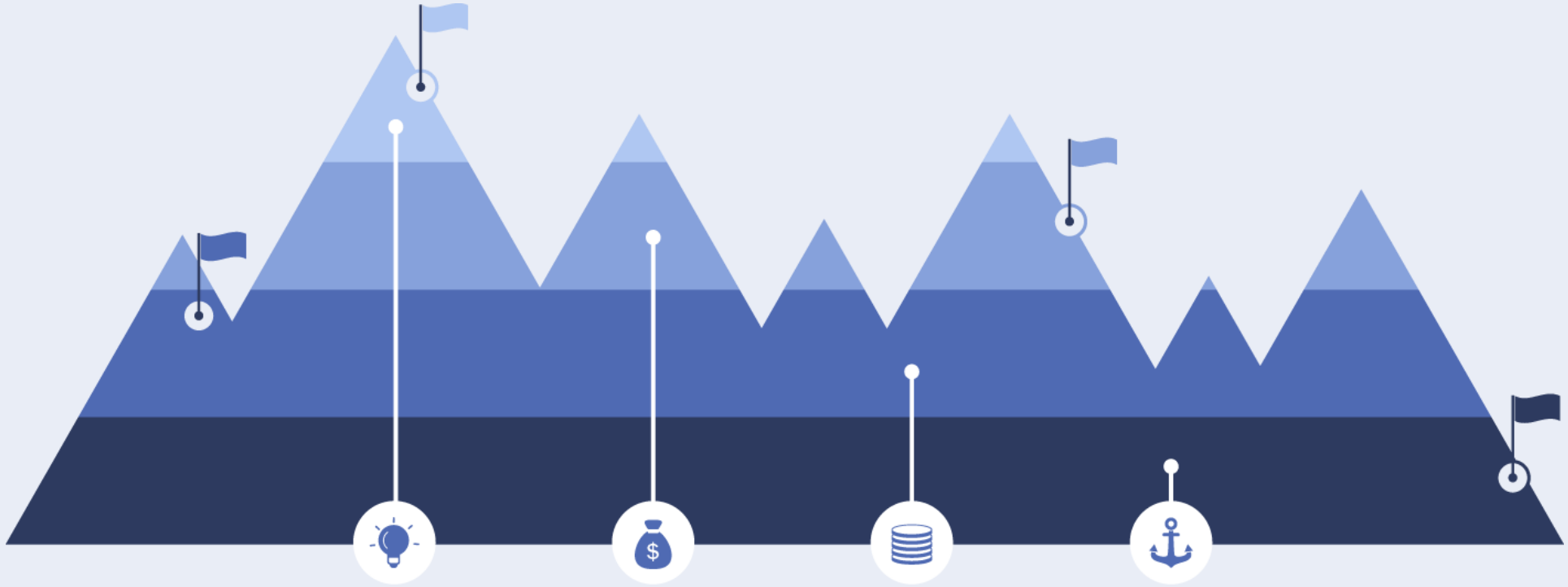
Members are ready to engage, if we make it easy
50% of the partners do not have local marketing support

Preferred channels for IESF news

What would help firms contribute

Base: 24 respondents · multi-select question, % who selected each option

Presidential Vision: The IESF We Want to Become



Member Value

Every initiative measured by the value it creates for member firms.

More Business

Deeper cross-border collaboration turning network trust into real revenue.

Global Access

A seat at the table with CEOs, boards and key decision makers worldwide.

Sustainable Growth

A network that scales its impact without losing its personal, trusted character.

Ambitions for 2029

Network

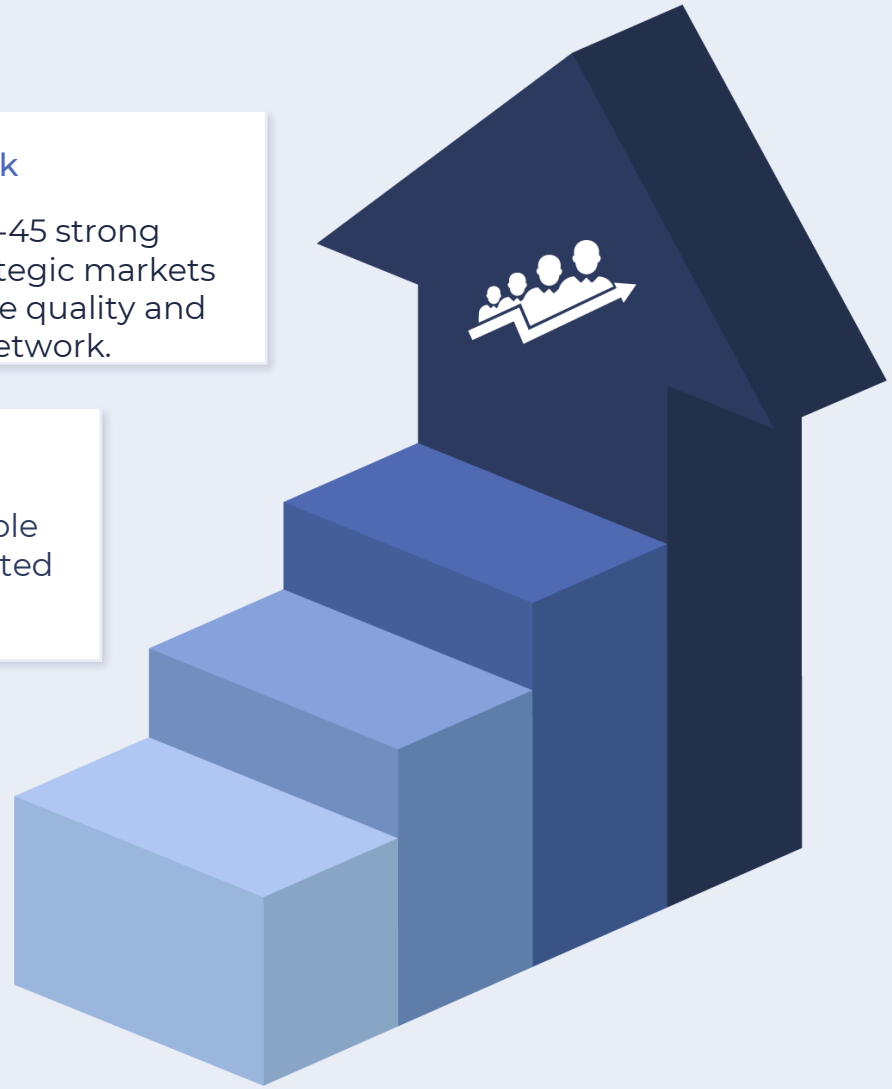
Expanding to 35-45 strong partners across strategic markets while preserving the quality and trust of our network.

Business

More measurable and trackable business opportunities generated across the network..

Stronger Global Brand

Making the IESF umbrella a stronger commercial asset for every partner in their local market.



Partner Engagement: Ways of Working

Weekly communication, monthly meetings, and shared formats every partner can adapt locally.

Communication Regional connection & Knowledge sharing

Weekly communication across the network.
A recurring monthly meeting, rotating across topics.
Periodic regional meetings to strengthen collaboration and share opportunities across neighboring markets.

CEO Study

Continue the IESF CEO Study as our flagship research initiative.

Insights every member can use in their own market.

Shared Event Formats

Proven formats like the CEO Breakfasts and Lady Leaders ready to be adapted locally.

Consistent quality, locally relevant execution.

Joint Conference Strategy

Identify together the industry conferences where IESF should be present.

One coordinated global presence instead of separate local efforts.

Strategic Pillars

Four Marketing Pillars: Built directly from what the network told us, every pillar traces back to a top-voted survey finding.

01

Global Visibility & Local Brand Strength

Increase IESF's international visibility and the value of the brand in every local market.

Global contracts.
Global flexibility.

71% cite local brand strength as a top benefit

02

A More Connected Network

Deepen cross-border collaboration and member engagement through regular communication, knowledge sharing and focused monthly discussions.

63% want stronger cross-border collaboration

03

Thought Leadership & Content

Establish IESF as a source of market intelligence, success stories and expert insight with the IESF CEO Study as our flagship research initiative

50% want more CEO Outlook & case studies

04

Marketing Enablement for Partners

Turn IESF into a stronger commercial asset for every partner through ready-to-use, IESF-branded content and marketing tools.

96% of firms are willing to contribute

Strategic Pillars

One year priorities & Measurable outcomes

Elevate IESF's global visibility and local brand value

- Publish 1 -2 success story / case study per month across the network
- Increase LinkedIn engagement across member firms
- Publish the CEO Outlook / market intelligence report 2x a year

Strengthen cross-border collaboration & engagement

- Launch a monthly cross-border referral spotlight
- Raise the connection score from 4.2 to 4.6 by next AGM
- Send a consistent bi-monthly member update (email + WhatsApp)

Position IESF as a trusted source of insight

- Publish quarterly articles / interviews with member experts
- Grow speaking placements at international conferences
- Launch an AI & Innovation content track (member-requested)

Make it effortless for partners to co-create content

- Roll out ready-made templates & editorial calendar to all partners
- Secure contributions from 20+ member firms in year one
- Offer scheduled interview support from the Marketing & PR team

President's KPI Dashboard: From Vision to Results

Purpose: Make our priorities measurable and accountable.

Global Growth

Expand IESF into priority markets while maintaining 90% + member retention.

Global Business

Increase cross-border business opportunities and referals across the network.
Global sponsors
Global Speakers

Strategic Alliances

Build selected strategic alliances that strengthen IESF's international reach and business opportunities.

Brand & Digital

Increase digital reach and and engagement year over year, backed by 12–20 thought-leadership articles and interviews annually.

CEO Practice

2-4 CEO roundtables per year in selected markets. Bring IESF partners directly to the table with CEOs and key decision-makers

AI & Executive Search

4–6 knowledge-sharing sessions a year, with AI and innovation as a standing priority theme across the network.

Financial Transparency & Accountability

“Clear reporting. Shared responsibility.”

Our Commitment

Reporting

A full financial report shared with LC members each quarter plus an interim report.

Visibility

Where the money comes from, where it goes, and why.

Invoices

Invoices available on request, wherever relevant.

Email address for financial topics

Three-Year Mandate Roadmap

YEAR 1: STRENGTHEN & ACTIVATE

Align the Board and members, establish KPI baselines, and launch the unified global communication strategy.

Build the alliance pipeline and launch the CEO Club and knowledge-sharing calendar.

YEAR 2: ACCELERATE GROWTH

Expand membership and global presence, scale business referrals, and activate strategic partnerships.

Grow IESF's global visibility and expand CEO Practice across strategic markets.

YEAR 3: LEAD & SCALE

Scale what works, and embed best practices across the network.

Demonstrate member value and build a sustainable platform for the next mandate.

The IESF Flywheel: How Everything Connects

STEP 01: CONNECT

Unified global communication builds visibility and trust across the network.

STEP 02: ALLIES

Stronger visibility attracts strategic alliances and new members.

STEP 03: ACCESS

New members and alliances unlock CEO access and business opportunities.

STEP 04: SHARE

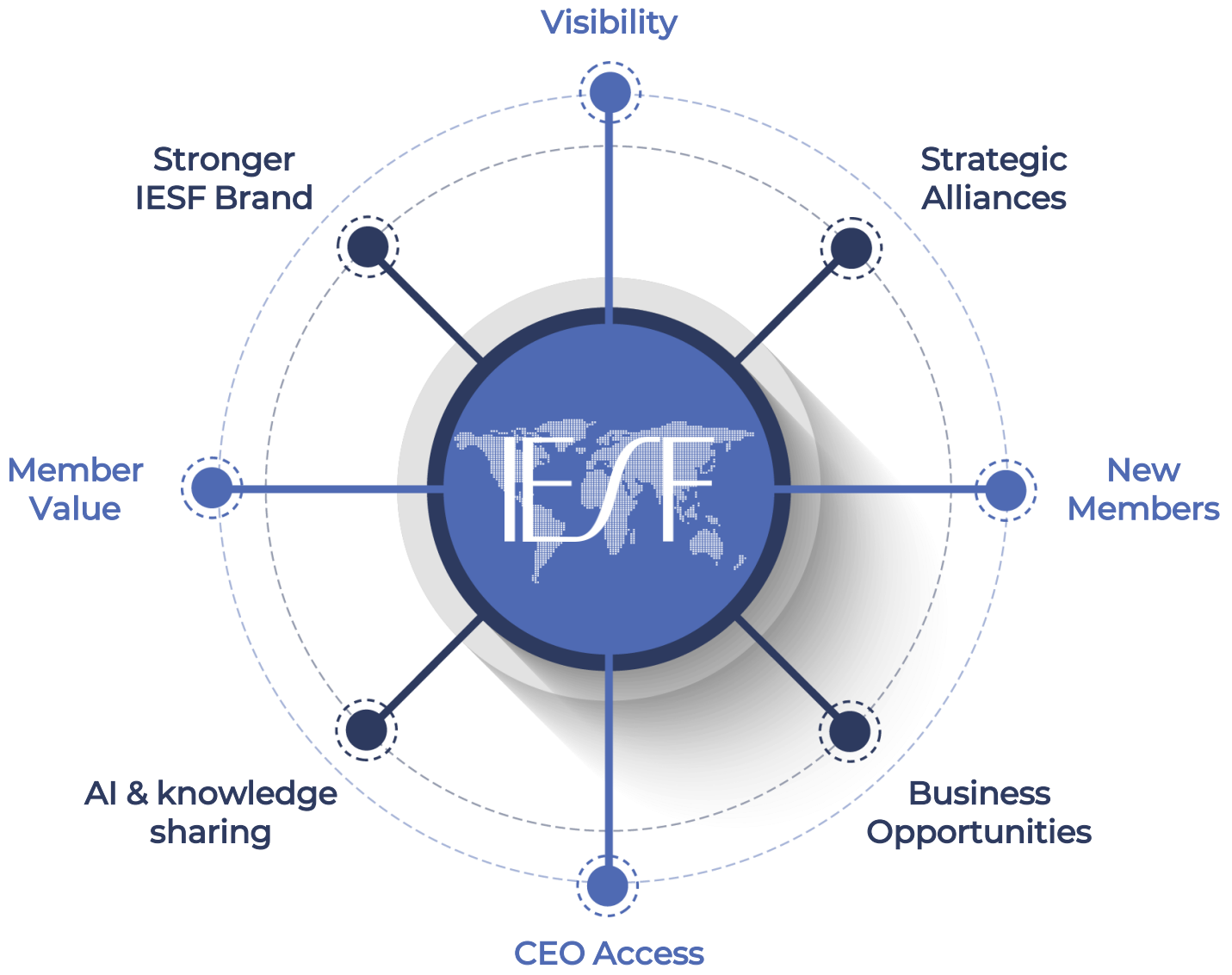
Business success fuels best-practice sharing and a stronger IESF brand.

The IESF Flywheel: How Everything Connects

The objective is not eight separate initiatives; it is one reinforcing global ecosystem.

Every pillar reinforces the next: visibility earns alliances, alliances bring members, and members create CEO access.

Each cycle compounds - a network that grows stronger, more visible and more valuable with every turn.



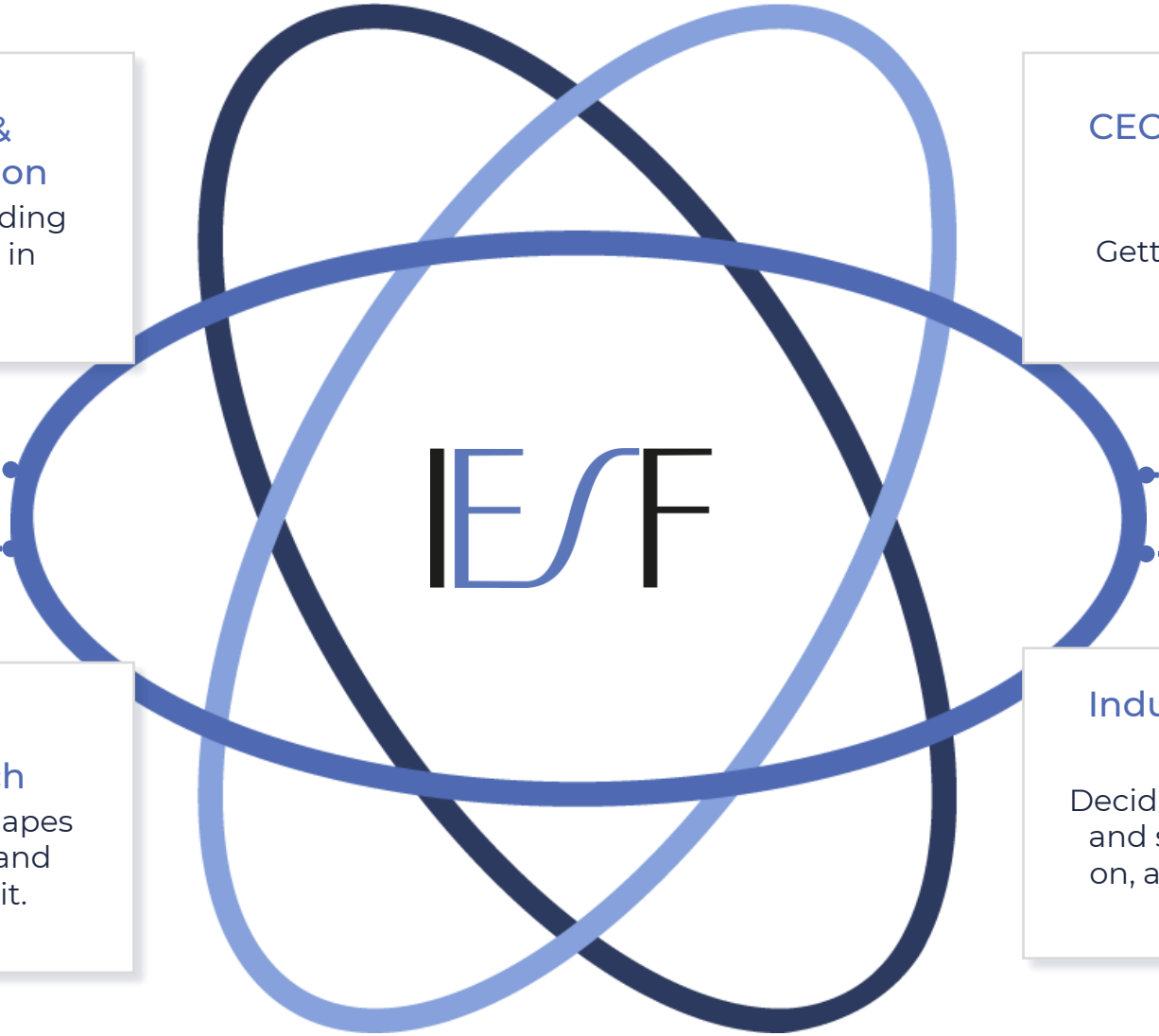
How We Work: Taskforces

New Partners & Network Expansion

Scouting and onboarding new member firms in priority markets.

CEO Practice & Global BD

Getting IESF at the table.



AI& Future of Executive Search

Exploring how AI reshapes executive search — and how IESF leads on it.

Industry Conferences & Global BD

Deciding which conferences and stages IESF shows up on, as a group where CEO can be meet.

Together, We Build the Next IESF

Our next chapter will be build together – by every partner, in every market.

More Members

Expand into strategic markets while protecting the quality and trust of our network.

Global reach - strong local expertise.

More Knowledge

Shared expertise, best practices and innovation across borders.

What works in one market should benefit us all.

More Visibility

Build one stronger global voice while empowering every local brand.

Tell the IESF story consistently around the world

More Global Impact

Create more cross-border business opportunities and bring IESF closer to CEOs and key decision-makers

More value for every partner.

IESF Operating Model — Clear Roles, Smart Investment

Five distinct functions supporting stronger governance, visibility and growth

NL ADMIN & FINANCE

Local continuity

Local admin support

- Dutch financial administration
- Banking & local compliance
- KvK / Dutch documentation
- Local suppliers & IT
- Monthly / quarterly reporting

EXECUTIVE ASSISTANT NETWORK COORDINATOR

Dedicated IESF role

- President & LC support
- Partner engagement
- Strategic initiatives like task forces
- Events & international coordination
- Content / marketing coordination

PR & COMMUNICATION

Specialist support

- Editorial & thought leadership
- CEO / Partner interviews
- Media article in specialized outlets
- Linkedin content for personal branding
- Optimized content for IESF website

MARKETING

On-demand support

- Graphic & visual production
- Video / multimedia
- Digital campaigns
- Each local market activation (by regions)
- Brand development & event visibility
- Webinars, workshops, streaming and tv

TOOLS & INFRASTRUCTURE

Shared Resources

- AI & productivity: Chat GPT / AI tools
- Content creation: canva pro, video editing etc
- Business & Networking platforms: Linkedin,
- Websitr, Analytics & GEO/SEO tools
- Digital assets like istock
- Communication tools
- Working equipment

Administration & compliance → Coordination → Communication → Marketing activation → Digital infrastructure

Our Content Engine: Sept–Dec 2026

Purpose: Turn IESF expertise into consistent, visible content across every channel. Keep partners involved

LinkedIn Content

At least two posts a week, images, text, carousels, polls plus one exclusive newsletter.

Interview Articles

Interview-led pieces featuring Leadership Council Members, Former Presidents, Advisory Board Members, IESF Members

IESF Website

Two articles a month - original insights, interviews, case studies and market comparisons. – GEO optimization

PR & Media

One article a month in specialized staffing/HR/executive search press (English), plus general business media when relevant.

Member Involvement

Every IESF member firm actively engaged in monthly content - articles as well as LinkedIn posts.

Reporting

A monthly activity report tracking the impact of the content created.

IESF -Empowered by Marketing

Alexandra BORTES

Strategic Marketing Leader | Brand Growth | Digital & Growth Marketing Expert

IESF Network & Marketing Coordinator

Claudiu VRINCEANU

PR and LinkedIn for Execs/Founders/Experts

External support

Thank you for your trust!

Together, we build a stronger global executive search community.