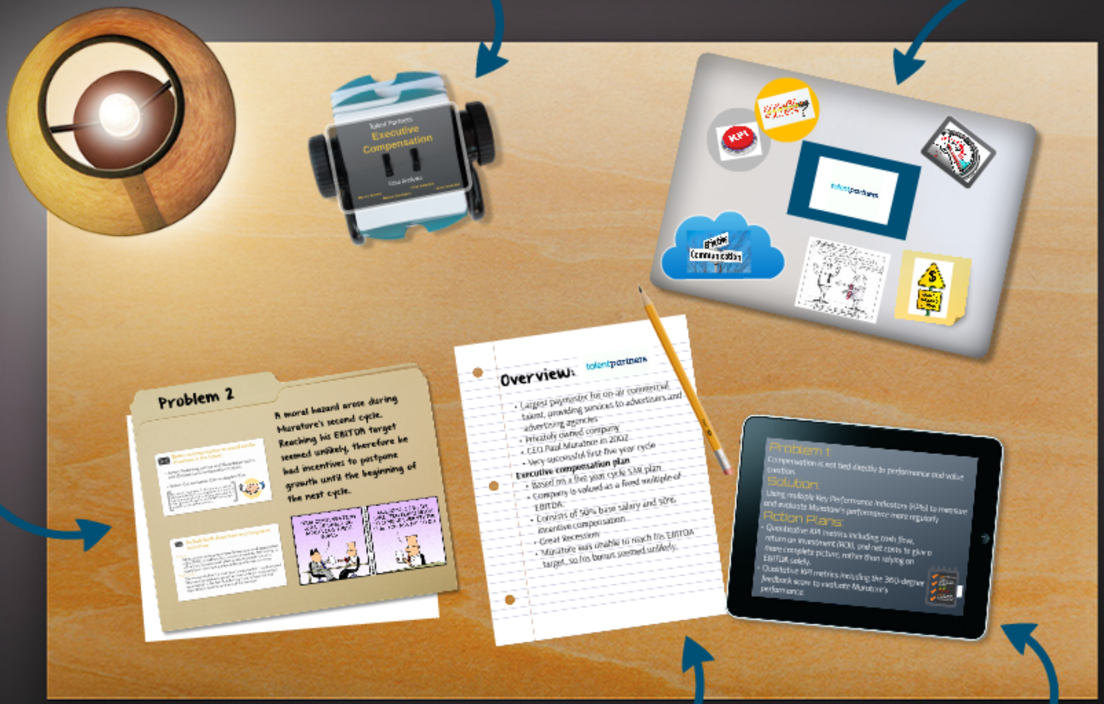
Talent Partners

Analysis

Takeaways

Problem



Overview

Problem

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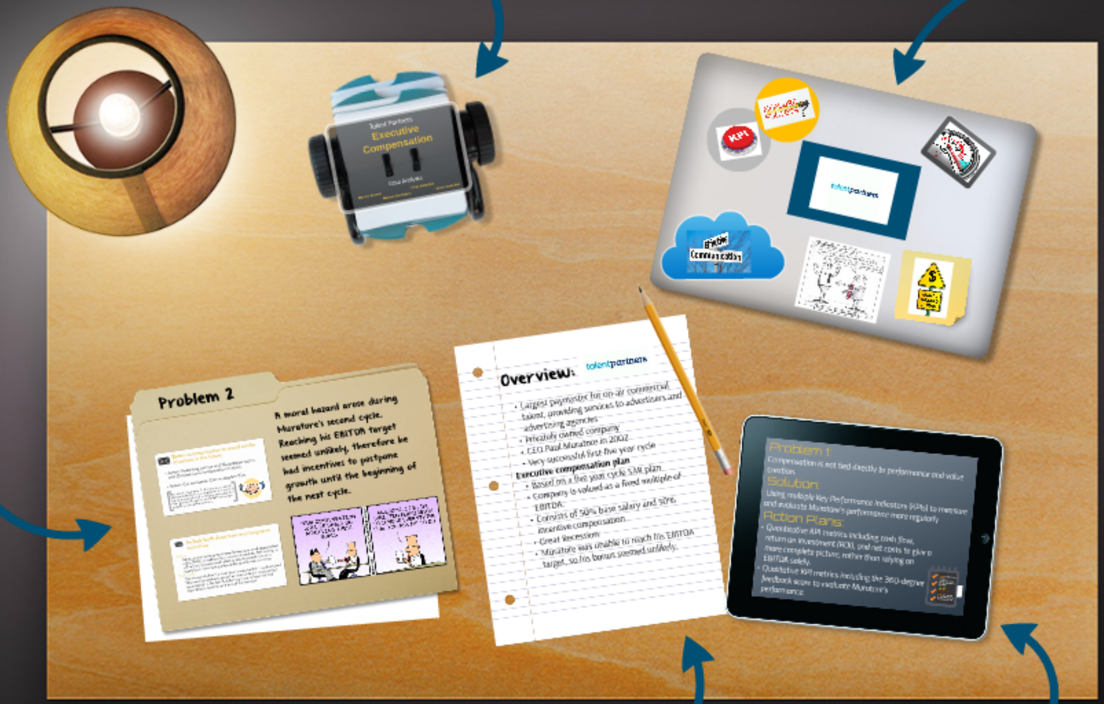

Problem

Overview

Problem

Talent Partners

Executive Compensation

Case Analysis

- Mariam Alamiri
- Shari Kendrick
- Melissa Rodriguez
- Zayra Gonzalez

Overview: talentpartners

- Largest paymaster for on-air commercial talent, providing services to advertisers and advertising agencies
- Privately owned company
- CEO Paul Muratore in 2002
- Very successful first five year cycle

Executive compensation plan

- Based on a five year cycle SAR plan
- Company is valued as a fixed multiple of EBITDA.
- Consists of 50% base salary and 50% incentive compensation.
- Great Recession:
- Muratore was unable to reach his EBITDA target, so his bonus seemed unlikely.