



CEO Survey 2013
Hungary

2013

250
respondents

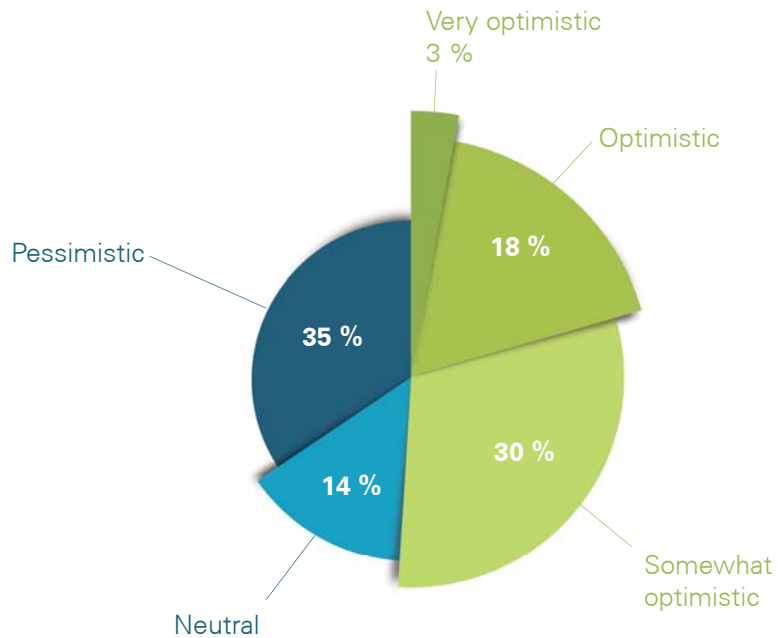
STANTON CHASE
INTERNATIONAL
Executive Search Consultants

*”More than half of the CEOs
see the future
optimistically“*

Stanton Chase – specialized for searching and selecting top managers – surveyed 1000 CEOs in Hungary on the state of the Hungarian economy and on their managerial challenges. Nearly 250 managers filled the questionnaire, 25 % of the total surveyed. According to the research **more than half of the Hungarian executives are optimistic regarding the economic development of the country for the next 12 months.** While 90 % of the executives is man, only 10 % is woman. According to survey results, the typical Hungarian CEO is a 40–49 years old man, who works in his position more than 5 years.

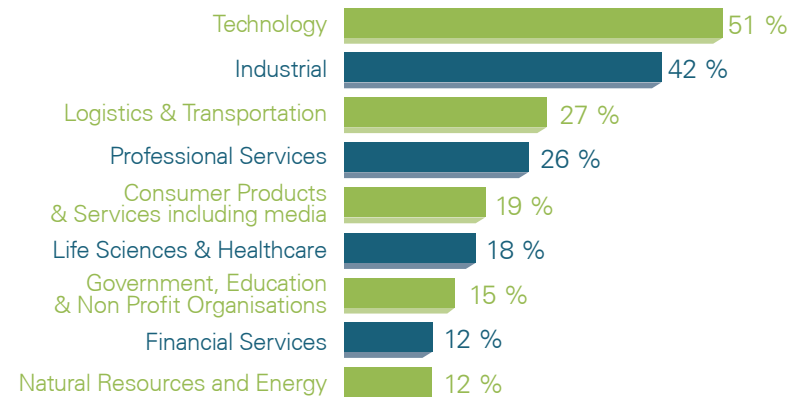
1 HOW OPTIMISTIC ARE YOU REGARDING HUNGARY'S ECONOMIC DEVELOPEMENT FOR 2013?

More than half of the top managers suppose, that the economic situation of the country will progress this year, but only a small percentage of respondents is very optimistic and 14,5 % of them gave a neutral answer. Every sixth person was pessimistic about the economic outlook.



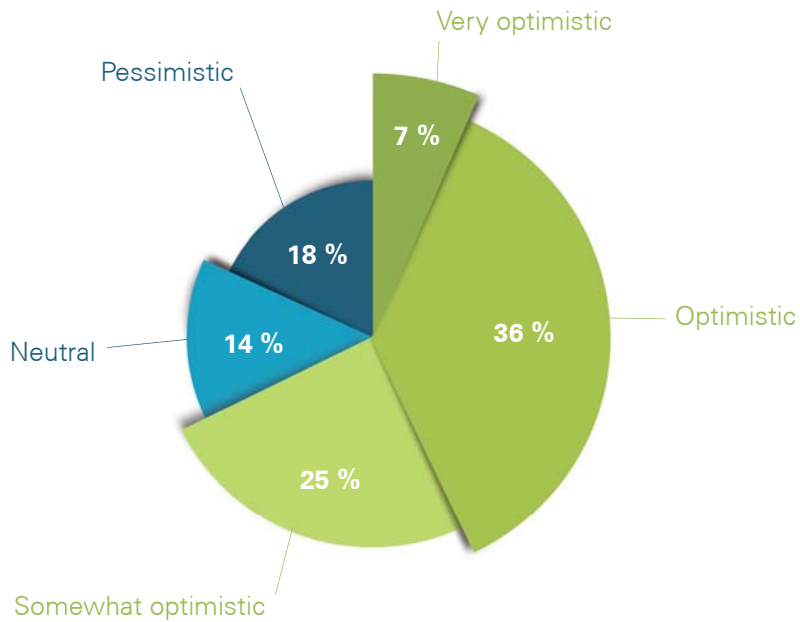
2 WHAT DO YOU THINK, WHICH ECONOMIC SECTORS WILL IMPROVE IN 2013 IN HUNGARY?

CEOs expect the largest improvement in the Information Technology and the industrial sectors, but logistics and professional services tend to represent increasing performance, too. Natural resources and financial services are considered as potentially the worst performers for 2013.



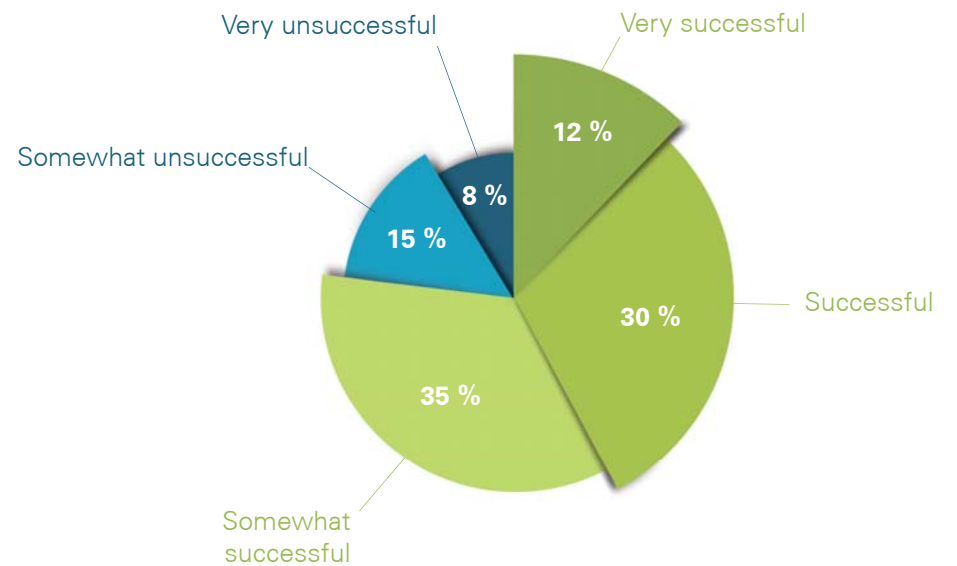
3 PLEASE, MARK, WHAT MOOD CHARACTERIZES YOUR WORKPLACE

More than a 60 % of the top managers find the atmosphere of his workplace optimistic, and only 18 % considers it pessimistic.



4 HOW DO YOU FIND YOU COMPANY'S BUSINESS RESULTS IN 2012?

More than 2/3 of the respondents regarded last year as a successful one, but only slightly more than 10 % said, that it was outstandingly successful. It is notable, that only 8 % thought that 2012 was unsuccessful for his firm.



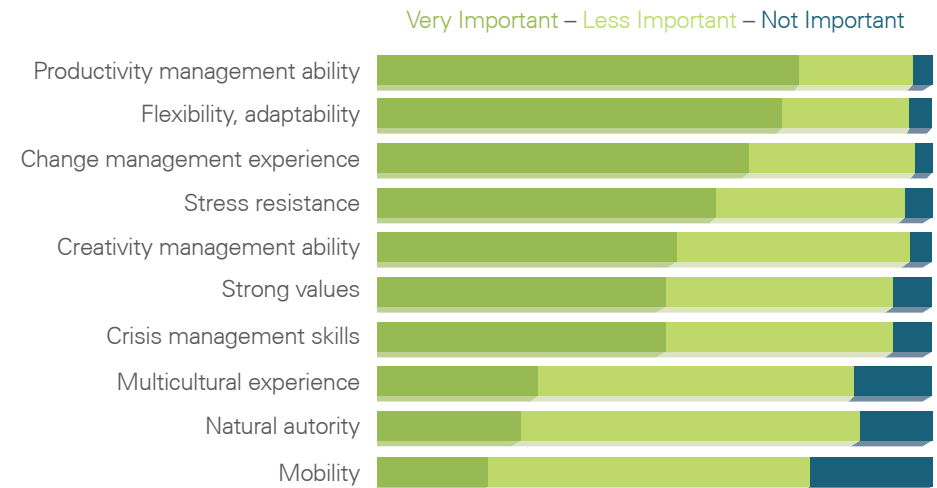
5 WHAT ARE THE PRINCIPAL ASPECTS OF YOUR WORKPLACE SATISFACTION?

Top managers workplace satisfaction mostly derives from „challenge“, while more than a half of the respondents cited „independence“ and their „corporate culture“ as considerably influencing them. The least important factors are stress, the given industrial branch itself and future advancement opportunities.



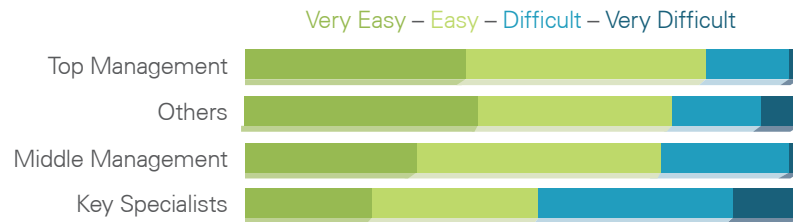
6 WHAT KIND OF EXPECTATIONS SHOULD CEO-S MEET, IN ORDER TO STAY COMPETITIVE IN LOCAL AND REGIONAL MARKETS?

Respondents rank the capability of productivity improvement on top followed by adaptability and change management. Least important factors are mobility and authority.



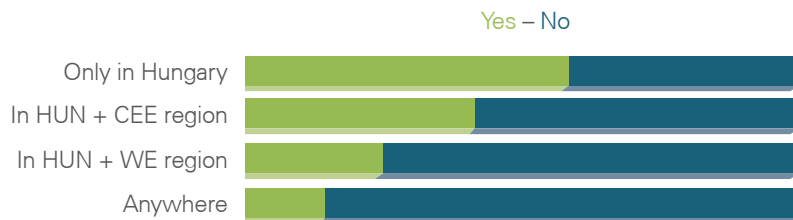
7 CURRENTLY, WHAT KEY PERSONS ARE THE MOST CHALLENGING FOR YOU TO KEEP WITHIN YOUR FIRM?

According to CEOs, the easiest is to keep employees in general and top managers, while the most challenging is to keep the most important specialists inside the business.



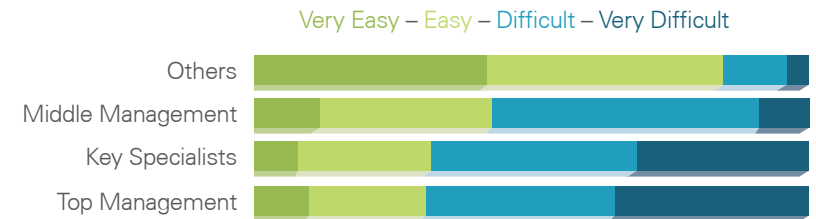
9 PLEASE, CHOOSE FROM THE OPPORTUNITIES BELOWHAND, ON WHERE WOULD YOU LOOK FOR KEY STAFF MEMBERS APART FROM HUNGARY

The majority of the companies looks for staff members only in Hungary, but a high proportion (54 %) takes into consideration European candidates as well, especially Central European ones.



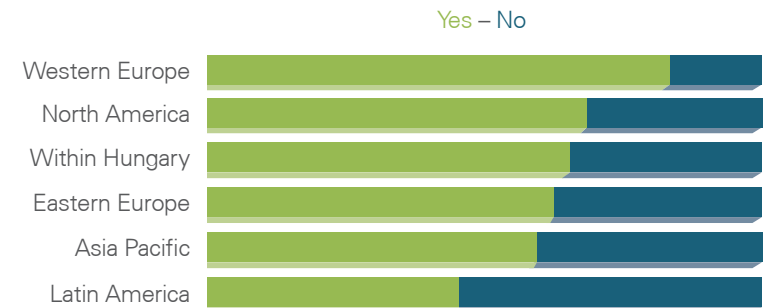
8 HOW EASY IT IS TO FIND IN THE CURRENT THE WORKFORCE MARKET CANDIDATES FOR CRUCIAL POSITIONS?

According to executives, the toughest is to source specialists and top managers in key positions, while the easiest is to hire middle managers and employees.



10 IN CASE YOU HAVE AN ATTRACTIVE JOB OFFER, WHERE WOULD YOU BE MOST WILLING TO RELOCATE?

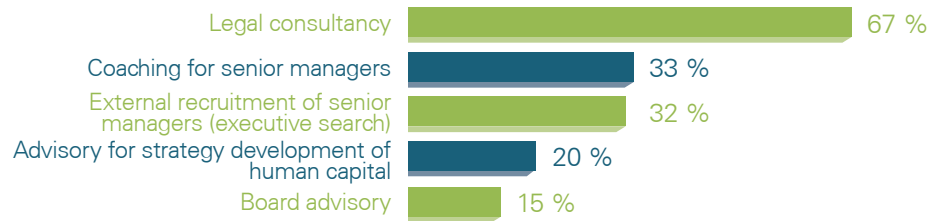
In order to fill an attractive position, majority of the top managers would move into **Western Europe and North America**. Less popular are Latin America and Asia, but still a high proportion of the respondents would relocate to these regions as well.



11

WHICH CONSULTING ACTIVITIES DO YOU CONSIDER THE MOST IMPORTANT ONES FOR YOUR FIRM?

Leading companies' top managers highlight legal counsel and coaching, while Board level counselling proved to be the least needed service.



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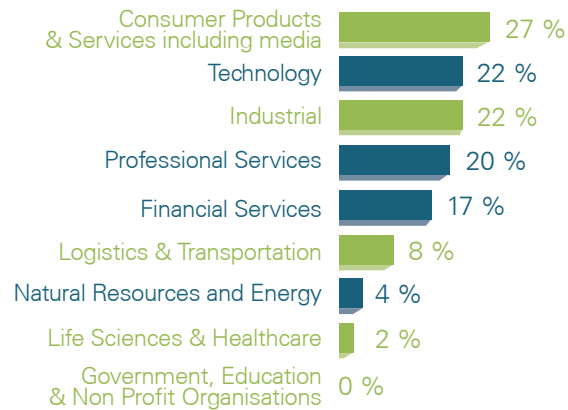
IN CASE YOU EMPLOY EXECUTIVE SEARCH FIRMS WHAT BENEFITS WOULD YOU HIGHLIGHT OUT OF THEIR OFFERING?

Executives take advantages of headhunter firms mostly because of the confidential nature of tracing key leaders with more than 30 % of the respondents mentioning the importance of this capability.



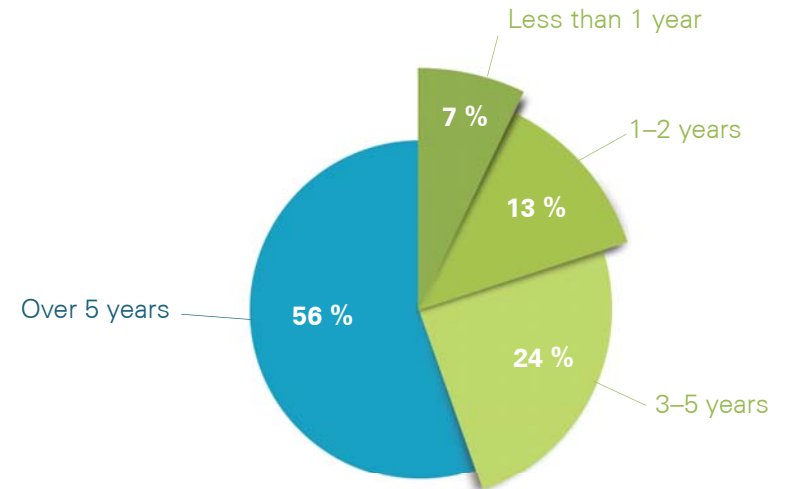
13 WHICH MARKET SECTOR YOU ARE WORKING IN?

Consumer products and services – among the media – are on top. Similarly, high amount of the respondents come from different industries, IT and professional services ranked high as well.



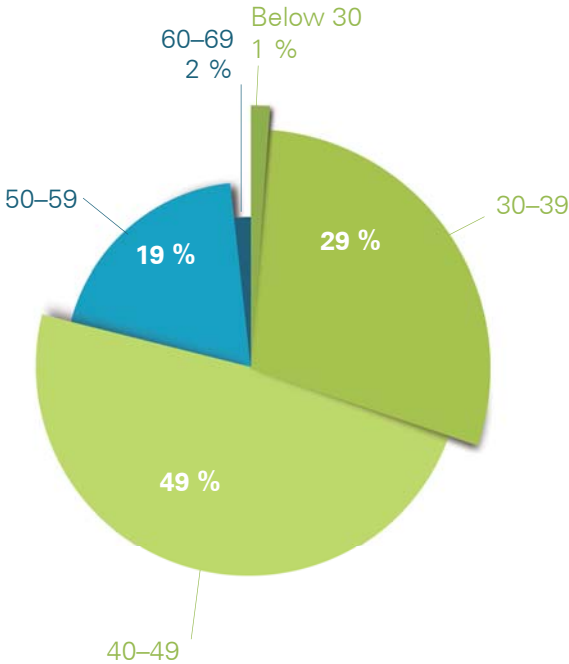
14 SINCE WHEN HAVE YOU BEEN FILLING THE POSTITION OF CEO/GM/MD?

More than a half of the respondents has already been in his position for over 5 years, followed by those, who have been in their current seats for 3–5 years only.



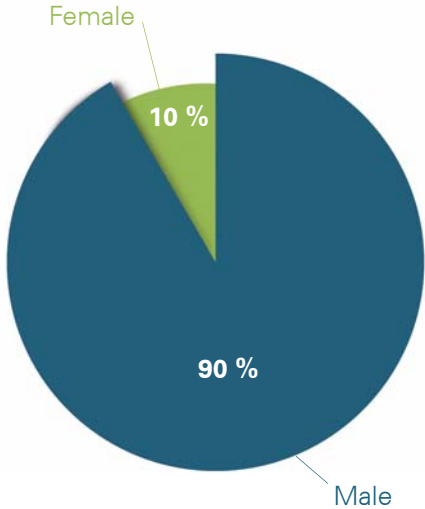
15 AGE

The 40–49 years age group ranks on top.



16 SEX

The survey indicates that notwithstanding the aspirations of recent years to increase the ratio of female top managers, still most Hungarian firms place males on top. Only 10 % of the respondents were women.



Stanton Chase International was founded in 1990 and today is one of the world's largest executive search company with over 70 offices in 43 countries.

Stanton Chase International has 9 specialized practice groups:

- Consumer Products and Services
- Financial Services
- Government, Education and Non Profit
- Industrial
- Life Sciences and Healthcare
- Logistics and Transportation
- Natural Resources and Energy
- Professional Services
- Technology

The Stanton Chase Budapest office was established in 2010. It concentrates primarily on executive search and selection of top managers in the areas of technology, finance, industry, consumer products, logistics, natural resources and life sciences. The essence of our firm's success is based on three critical factors – our clients, our search process and our team.



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