

THE LIST

# New England's largest technology employers

By Lynette F. Cornell

## Brave new world in hiring tech leaders

Even the industry giants are not immune to the changes happening in the various tech sectors, and consequently, they are adapting their hiring priorities when looking for executives to fill leadership roles, according to **Dora Vell**, CEO of executive search firm **Vell Executive Search Ltd.** in Wellesley.

**Vell** said she is seeing a more of a global focus in executive leadership hires by tech companies. More often, executives are coming from a broader range of nationalities, bringing increasingly important geographic expertise to global companies, she said.

The U.S. economic troubles are causing companies to put a greater focus on the Europe, Middle East and Africa (EMEA) and Asian-Pacific markets, she said.

"Asia is the new Wild West and everyone is trying to figure out how to capture the market and be effective," **Vell** said.

Many large companies also see the need to hire from smaller companies because of their knowledge of innovative business models, a trend that is blurring the lines between large and small. Smaller companies have adopted new business models faster, and large companies see the benefit of that practice and want to hire people who know these innovative methods, she said.

"They want people that can help them leapfrog the knowledge curve," **Vell** said.

The old and new worlds of technology industries are merging as tech companies cross into new product lines, such as a hardware company developing a software product line, said **Vell**.

Consequently, they are seeking innovative people who can help them implement crossover ideas in a larger business structure. Conversely, she said, many smaller companies are hiring from the large companies for leadership and contacts. Individuals who have the range of skills to thrive in both environments will emerge the winners, she said.

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*Dora Vell is the CEO of Vell Executive Search, a premier retained technology executive search firm in Boston. Ms. Vell is an internationally recognized expert in recruiting technology executives including: CEOs, COOs, CTOs, CMOs, CROs, board members and others. She works with VC-backed, PE-backed private companies and public companies. She can be reached at [dora@vell.com](mailto:dora@vell.com).*