



For Immediate Release

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**POLACHI-SPONSORED SURVEY FINDS 80% OF EXECUTIVES BELIEVE
BLOGGING BOOSTS COMPANY RECOGNITION**

VP of Marketing Claims Blogging Brings a More “Human Face” to His Company

FRAMINGHAM, Mass., June 11, 2007 – Polachi, the leading provider of [Access Executive Search™](#) services to technology, life sciences, venture capital and private equity clients, today issued the results of an online, “blind” survey which polled senior executives at small to medium-sized technology companies on the issue of blogging. The survey found that 80% of executives who blog claim that it helps them boost their company’s recognition. The survey comes on the heels of new research from [Economist Intelligence Unit \(EIU\)](#) which asserts that executives believe Web 2.0 technologies, such as blogs and wikis, can significantly help their companies to improve revenues and margins.¹

The survey also revealed that 83% of executive bloggers read other blogs on their own volition, with 47% of them indicating that they believe blogging positions them as an industry “thought leader.”

“Cutting-edge executives understand the power that Web 2.0 technologies like blogs have in their ability to drive business,” said Peter V. Polachi, Partner, Polachi. “The increasing interest in corporate blogging is not surprising, considering that the most in-demand executives are always looking for ways to open new channels and dialogues between themselves and their customers.”

One of the participants in the survey, Brian J. Mahony, Vice President of Marketing at [Espial IPTV](#), started blogging three years ago as an innovative way to initiate contact with his audiences on a more personal level.

“Blogging helps give a more informal, reachable view into a company's business,” says Brian Mahony, Vice President of Marketing, Espial IPTV. “I first started blogging about my industry three years ago, and last year I initiated a blog called [IPTV Blog](#) in order to give my company a ‘local’ presence. It helps to complete the surround-sound marketing effect and complements more formal marketing communications efforts. It also helps to cut through the business and techno-speak to put a more human face to the message. I have found the marketing benefit to be invaluable.”

Other interesting findings from the survey include:

- 80% feel blogging helps them with professional networking
- 66% include personal information in their blogs
- 33% have been contacted by a recruiter because of their blog
- 20% confessed that someone else ghostwrites their blog “some of the time”

The survey, developed by Polachi, was distributed in mid-April 2007 and completed by 168 senior executives at small to medium-sized technology companies throughout the United States.

About Polachi

Polachi (www.polachi.com) provides *Access Executive Search*TM services to technology, life sciences, venture capital and private equity clients. The firm’s partners and principals, all search industry veterans with decades of experience, understand that leading companies deserve access to the absolute best talent on the planet. While traditional executive search firms limit candidate access due to “off-limit” protocol, and newer search firms lack the breadth and depth of connections, Polachi’s *Access Executive Search* model, coupled with unmatched agility, delivers the most accelerated results. For more information please call 508-650-9993 or visit www.polachi.com.

1. Robert Jaques, *Financial Director*, 31 May 2007. VNUNet.com:
<http://www.vnunet.com/financial-director/analysis/2190914/big-firms-web-spin>

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