

THE ■ STERLING ■ GROUP

Marketing / Investor Relations Position

Key Role

The Sterling Group is looking for a marketing professional to significantly increase the visibility of the firm to its market, primarily related to deal sources and investor relations.

Key Responsibilities

- Take ownership of developing The Sterling Group brand
 - Execute marketing initiatives to raise brand awareness
 - Help develop and continue to refine the appropriate message to assist in differentiating Sterling to all constituents
- Create structure and approach for more effective and consistent communications with all constituents
 - Seek out opportunities for interviews and speaking engagements
 - Develop and maintain all deliverables and media material to continually increase brand awareness
 - Coordinate, attend and participate in relevant industry conferences
 - Create a consistent investor communication plan
- Host marketing events targeted at local and regional deal sources
- Assist in the Sterling Group annual investor meeting
- Assist in the marketing elements of quarterly and annual reporting requirements to investors
- Track implementation and effectiveness of marketing initiatives
- Develop annual marketing budget

Professional Experience/Qualifications

- Candidate must be self starter and have a positive mindset with a high-level of enthusiasm, professionalism and energy
- Highly credible and effective communicator possessing the skills to:
 - Work effectively with all members of the Sterling team, including Partners and other senior investment professionals
 - Lead through influence rather than position
 - Serve as a credible representative of the firm to external constituents
- Strong interpersonal skills and a demonstrated track record of identifying, developing and maintaining critical professional relationships
- Ability to design and prepare marketing materials including presentations, flyers, brochures, press releases, etc.
- Open to moderate travel
- High level of personal and professional ethics and integrity

Education

An undergraduate degree from a leading university

The Sterling Group, L.P.

Founded in 1982, The Sterling Group is a Houston based private equity firm targeting controlling interests in basic manufacturing, industrial services, and distribution companies. Sterling emphasizes strategic and operational value creation in partnership with management. Typical enterprise values range from \$100 to \$500 million. Over its nearly 30 year history, Sterling has acquired 36 platform companies and numerous add-on acquisitions aggregating approximately \$8.6 billion in transaction value. Currently, Sterling has \$1.3 billion of committed capital under management. For more information, please visit: www.Sterling-Group.com.

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