

Marc brings the expertise necessary for an organization to build an executive compensation plan that aligns with company goals and leadership structure.

Q. What is an executive compensation plan?

A. It is a structured plan to provide competitive compensation aligned with company performance and shareholder value.

Q. What catalysts prompt an organization to reach out to you for your services?

A. Change: When change occurs or is approaching, intelligent business owners, executives, and compensation committee members understand they need a partner to bring structure and strategy to their decision making and assist in the navigation of governance and compensation planning.

Q. What is at risk when an organization isn't prepared for change?

A. Companies that don't adapt will risk losing key employees or will struggle with attracting new talent.

Q. What kinds of clients do you work with?

A. I work with a wide range of clients of all sizes, including business owners and leaders and nonprofit organizations.

Q. How do you meet your clients' objectives?

A. I start by gaining an understanding of a client's organization, industry, business drivers, and culture so I can assist them in making informed decisions. In addition, I gather quantitative and qualitative data, which is analyzed from multiple perspectives allowing us to fully comprehend strengths and weaknesses of compensation design and answering questions, such as:

- Is pay in line and balanced?
- Are pay decisions cost effective and appropriate?
- Does the compensation structure make sense?

Q. What types of projects or services are included in executive compensation planning?

A. Executive compensation benchmarking and planning

Board compensation benchmarking and planning

Performance-based variable compensation planning and design

Long-term incentive compensation planning and design, including:

- Equity award plans, such as stock option plans and restricted stock and unit awards
- Phantom stock plans
- Long-term cash plans

Executive benefit and perquisite arrangements, including:

- Supplemental Executive Retirement Plans (SERPs)
- Deferred compensation plans
- Split-dollar life insurance arrangements

Implementation services, including plan documents and communication summaries, including:

- Employment agreements
- Change-in-control agreements
- Equity plans
- Phantom stock plans

OUR CLIENTS

- Business owners
- Business leaders
- Nonprofit organizations



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