

Case Study:

Jamey Cummings, Partner



Challenge

In 2021, Jamey Cummings made a pivotal career decision. After years as a partner at one of the world's largest executive search firms, he accepted a senior partner role at JM Search—an emerging force in executive search.

The transition was exciting, but it came with challenges. Jamey could no longer rely on the extensive marketing resources and brand recognition of his previous firm. Instead, he needed a new, cost-efficient strategy to build his personal brand and increase market awareness for JM Search.

“I believe that executive search is ultimately bought, not sold. People seek you out when they have a need. So brand awareness is essential. You want to be top of mind when a search need comes up that your team can support.”

A year into his new role, Jamey learned about Executive Presence and the LinkedIn services the company provides. The idea of using LinkedIn to build his brand intrigued Jamey, but he had concerns about the return on investment.

“I was intrigued. But my main concern was, ‘What’s the return on investment going to be?’”

EP Engagement

Following positive reference calls with existing EP clients, Jamey signed up for EP's services. He aimed to develop a consistent content strategy and produce regular thought leadership on LinkedIn.

1) Finding his voice:

Jamey's top priority was authenticity. As an executive recruiter accustomed to building genuine, in-person relationships, he wanted his online presence to reflect his core values: humility and servant leadership. Working closely with his EP engagement manager, Jamey crafted educational content that resonated with his voice, avoiding the pitfalls of braggadocio and influencer clichés.

“People have consistently said, ‘I really enjoy your content. It's insightful and genuine—and you're touching on interesting topics.’”

2) Engaging his audience:

In his first year as a client, Jamey published a post about attracting top CISO talent that went viral, generating approximately **60,000 views and 600 likes**. Motivated by this success, Jamey and his engagement manager developed a regular content calendar showcasing his expertise in recruiting CISOs, CIOs, and other senior executives. This approach led to hundreds of thousands of views, with C-suite leaders frequently engaging in the comments.

“One thing I appreciate about working with EP is the efficiency of the process. My engagement manager helps with content ideation, teasing out my expertise and experiences. They also analyze the data to identify which themes work best.”

3) Data-driven refinement:

Using audience data as a guide, Jamey's content strategy evolved. Posts on his leadership lessons as a Navy SEAL and company culture at JM Search consistently performed well. Armed with these insights, Jamey increased his posting frequency from three to five times per week. Within a month, he saw not only an uptick in post views but also a surge in follower growth and profile views. Inspired by this momentum, Jamey upgraded to EP's Ambassador package to accelerate his brand-building efforts.

“I met a prospective client in my network for lunch. He mentioned, ‘Your LinkedIn posts resonate with me and contributed to you being top of mind as I thought about our search needs.’”

“Someone said to me, ‘I feel like I am keeping up with and know you better even though we have not spoken for some time.’”



97%

follower growth

1,803,032

post views

“I can now directly tie nearly \$400,000 in contracts over the last year and a half to my LinkedIn presence. When I look at the annual cost of Executive Presence, that’s a pretty good ROI.”

Between 2023 and 2024, Jamey saw

3x growth
in average
profile
views.

Results

Jamey’s partnership with EP paid off, generating **three lucrative search contracts** tied to his LinkedIn presence.

In less than two years, his follower count doubled and his average profile views tripled. His growing visibility led to more invitations for podcast interviews and industry panels, further expanding his personal and JM Search’s brand awareness.

More than just a personal branding tool, Jamey’s LinkedIn presence has become an effective platform for promoting JM Search, showcasing company white papers, and elevating his colleagues. His posts often outperform content from JM Search’s corporate page, inspiring his colleagues to explore their own LinkedIn brand-building strategies.

Jamey’s authentic voice resonates so well that people are often surprised to learn he uses EP services.

Work with us.

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