

## Finding Key People with Library Databases

Key executives are the powerhouses of companies, as they make important decisions that can have significant impact on the future of the companies they are managing. Researching executives' pasts can sometimes predict their actions in the future. This guide will go over the steps to finding information on key people using the following library databases: Marketline, Hoovers, LexisNexis Academic, PrivCo, and Factiva.

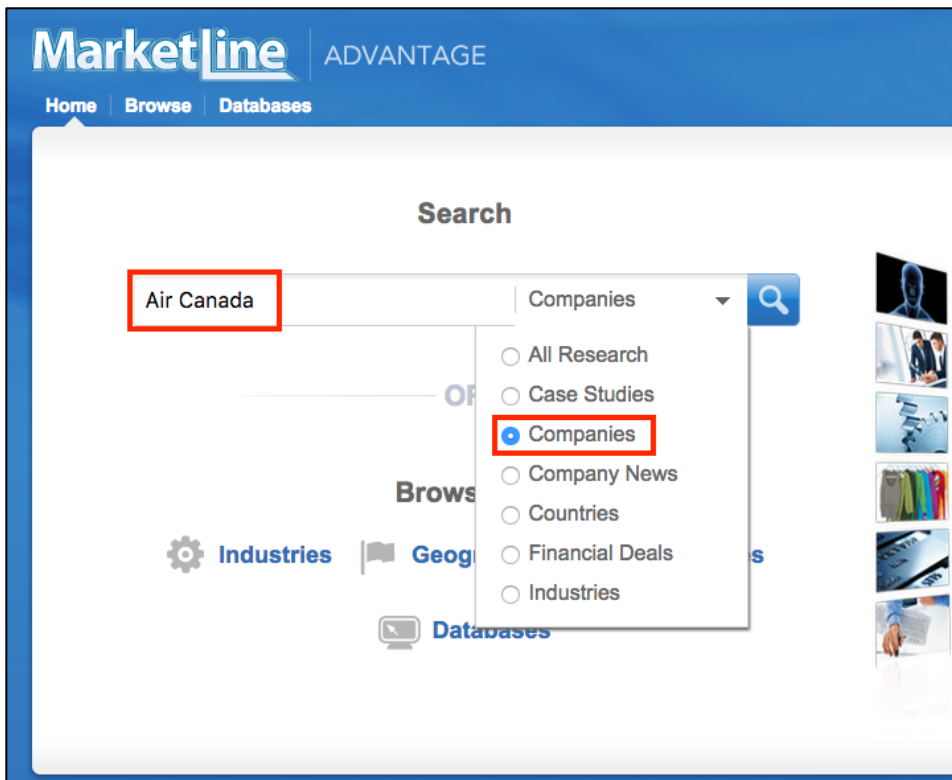
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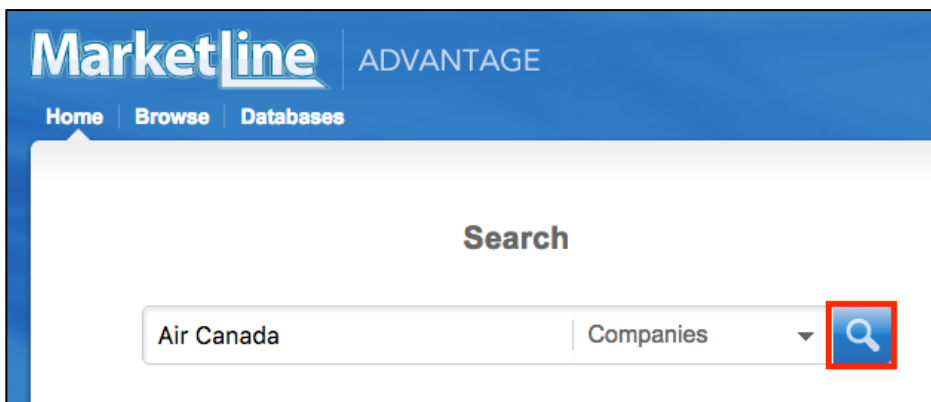
(Click the above headings to be taken to relevant section)

## MarketLine

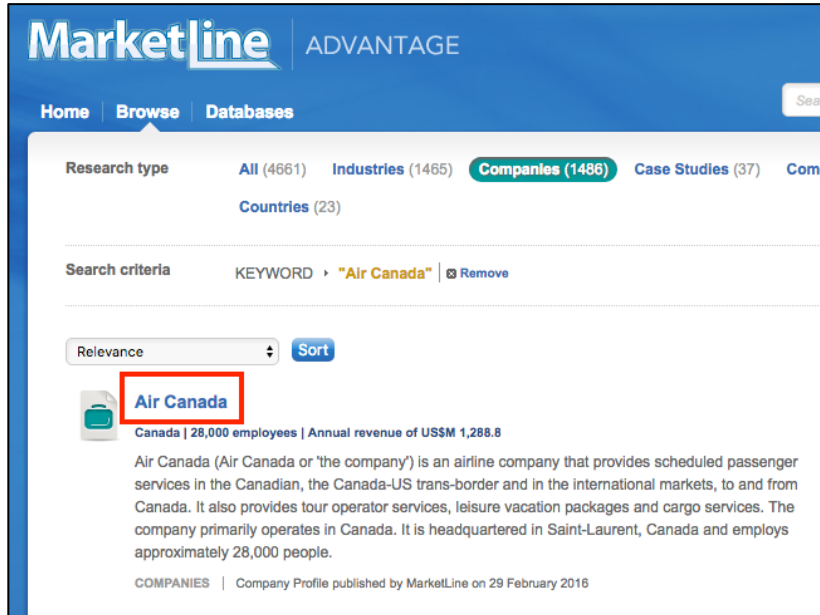
1. Click on [this link](#) to access MarketLine.
2. If you are off-campus, you will be prompted to enter your Passport York ID.
3. This will take you to the homepage of MarketLine
4. On MarketLine's home page, type **Air Canada** into the search box as an example and select **Companies** from the dropdown menu.



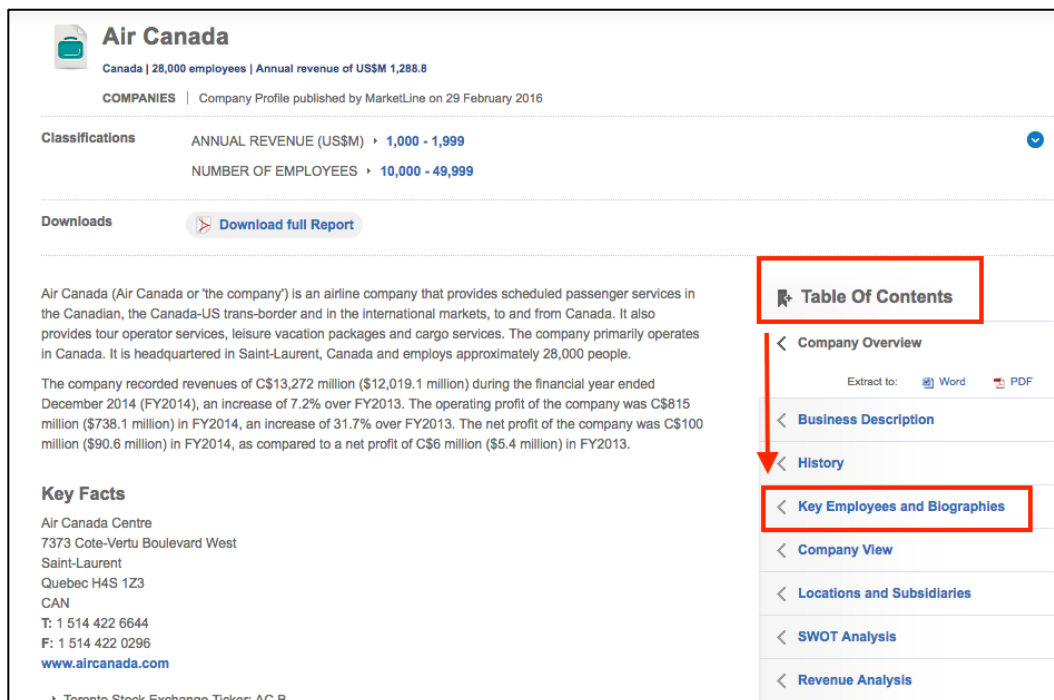
5. Click on the **magnifying glass** to run the search.



6. On the search results page, click on the **Air Canada** link to go to its profile.



7. Look under the **Table of Contents** to the right and click on the **Key Employees and Biographies** link.



- This will take you to a list of key executives. Scroll down the page to read brief biographies or click the **Download full Report** link to access the entire Marketline report for Air Canada.

The screenshot shows a 'Downloads' section with a button labeled 'Download full Report'. Below this is a section titled 'Key Executives' which contains a table with the following data:

Name	Job title	Board	Total annual compensation
Madeleine Paquin	Director	Non Executive Board	
Lise Fournel	Senior Vice President, E-	Senior Management	

## Hoovers

- Click on [this link](#) to access Hoovers.
- If you are off-campus, you will be prompted to enter your Passport York ID.
- This will take you to the homepage of Hoovers.
- Type **Mars Inc.** into the search box. Hoovers automatically generates a list of companies. Choose **Mars Incorporated** from the list. This will take you to the company's profile page.

The screenshot shows the Hoovers search interface. The search box contains 'mars inc'. Below the search box, a list of search results is displayed:

- MARS, INCORPORATED**  
Mc Lean, VA 30B USD
- MARSTON'S PLC**  
Wolverhampton, England 1B USD
- Mars Super Markets Inc**  
Baltimore, MD 230M USD
- MARS CHOCOLATE NORTH AMERICA, LLC**  
Hackettstown, NJ 1B USD
- MARS PETCARE UK**  
Clack, England

- On Mars Inc.'s profile page, scroll to the middle of the page to the **Key People** section, click on **View More People** to see the full listing.

The screenshot shows the Mars Inc. profile page. The 'KEY PEOPLE' section is highlighted with a red box. It lists three executives: Grant Reid (President and CEO), Claus Aagaard (CFO), and Bruce McColl (Chief Marketing Officer). Below the list is a red box containing a blue arrow and the text 'View More People'. To the right, the 'KEY FINANCIALS' section is visible, showing 'Fiscal Year-End', '2012 Sales', '1-Year Sales Growth', and 'Prescreen Score'. Below that is the 'COMPETITION' section with the heading 'Competitive Landscape for Candy Manu' and a paragraph of text.

- This is what the result page looks like. Click on the different executive names to see a brief biography for the executive.

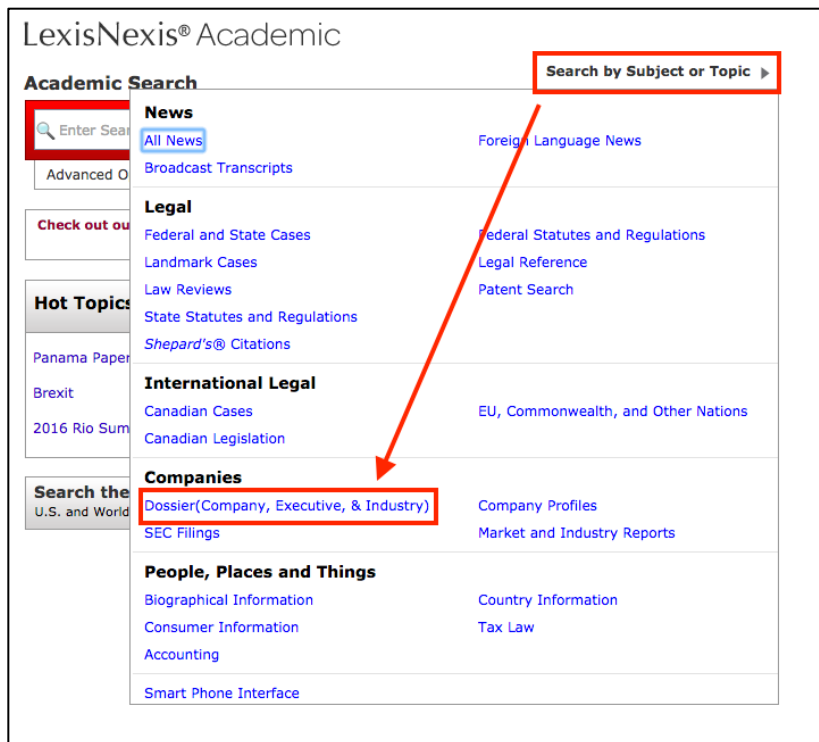
The screenshot shows the 'PEOPLE LIST' page. On the left, there are filters for 'REFINE BY FAMILY TREE' and 'REFINE BY JOB TITLE'. The main area is a table with columns for 'Title' and 'Name'. The first row is highlighted, and 'Grant Reid' is circled in red. The table lists the following executives:

Title	Name
President and CEO	Grant Reid
CFO	Claus Aagaard
Chief Marketing Officer	Bruce McColl
President, Global Petcare	Poul Weihrauch
President, Symbioscience	Frank Mars
President, Global Chocolate	Jean-Christophe Flatin
President, Wrigley	Martin Radvan

## LexisNexis Academic

The Executive Dossier feature in LexisNexis Academic provides executive profiles, recent news, compensation information, and even legal cases that executives are involved in.

1. Click on [this link](#) to access LexisNexis Academic.
2. If you are off-campus, you will be prompted to enter your Passport York ID.
3. This will take you to the homepage of LexisNexis Academic.
4. Click on the **Search by Subject or Topic** drop-down menu on the top right of the page. Then select **Dossier (Company, Executive, & Industry)** from the menu.



5. You will now be on the **Dossier (Company, Executive, & Industry)** search page. It defaults to the **Company** search form. However, the **Executive** search tab has some useful features.



- The executive tab is useful for finding information about one specific executive. To search on this screen use the following steps: Type in the **last and first name of the Executive** > Type in the **Executive's Company Name** > Click **Search**.

Company Executive Industry Upload a List

Find an Executive Create an Executive List

### Find an Executive

Last name:

First name:   
 Use **OR** to search for variations and nicknames. For example, William **OR** Bill

Company name:

Additional terms:

Select sources

- Executive Profiles
- All News
- Negative News
- SEC Filings
- Congressional Testimony
- United States Case Information
- Commonwealth & Irish Case Information

- You will now be taken to a list of reports for the executive. Click on the executive's name to read the report.

### Executive Profiles

0

1 - 2 of 2

<input type="checkbox"/>	1.	<b>Reid, Grant</b>	, SGA Executive Tracker, April 25, 2016, Mars Incorporated <b>Grant Reid</b> <b>MARS INC</b> (91%)
<input type="checkbox"/>	2.	<b>Grant F. Reid</b>	, Boardroom Insiders, March 1, 2016, Mars Inc. <b>Grant F. Reid</b> <b>MARS INC</b> (91%)

- If you want to create a list of executives that match a set of attributes, use the **Create an Executive List** form and fill out relevant fields in categories like Job Title, Company attributes, and geographic information.

**Company** | **Executive** | **Industry** | **Upload a List**

Find an Executive | **Create an Executive List**

**Create an Executive List** Tips

**Job Title**  
 Look for executive titles that contain an exact word or phrase, broader functions or specialties, or any combination of those options.

Job title  US Dollars (USD) ▾

Specialty  Select multiple

Function  Select multiple  Only show executives with email addresses

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**Company**

Company type  Only show headquarter locations

Sales/Revenue Above  Below

Employees From  To

NAICS code  NAICS look-up  Search Primary NAICS Codes

SIC code  SIC look-up  Search Primary SIC Codes

Company name

Ticker symbol  Upload a list

Business description

DUNS@ number  Upload a list

**Tip:** Use commas to search for multiple tickers. For example, **goog, ibm.**

Top companies

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**Geographic Information**

Regions/Countries  Select multiple

States/Provinces

Cities

Postal codes

Proximity

Counties

Street address

Area codes

**Tip:** Use commas to search for multiple items. For example, enter **Houston, Dallas, Austin** or **43229, 43085.**

**Name**

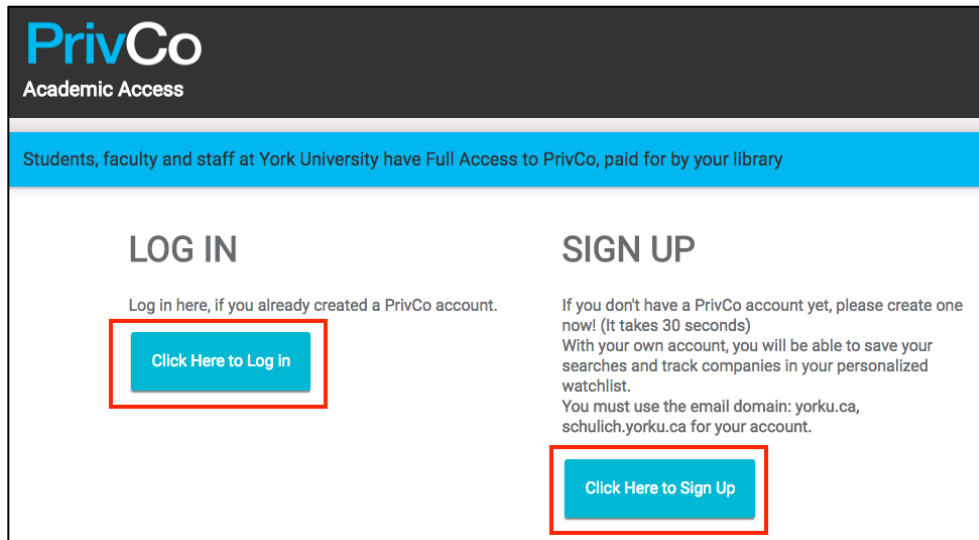
## PrivCo

PrivCo is an excellent database for privately-held company research. You can use PrivCo to find lists of owners for private companies, as well as lists of investors for private companies.

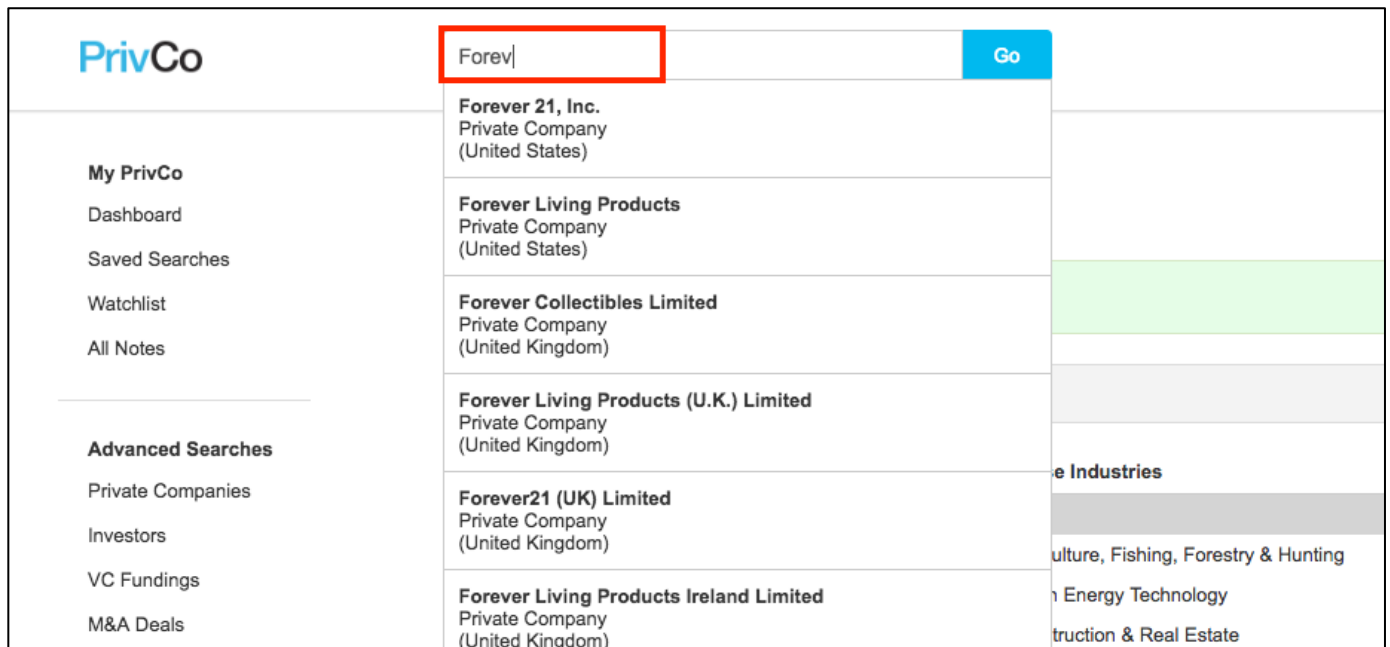
- Click on [this link](#) to access PrivCo.
- If you are off-campus, you will be prompted to enter your Passport York ID.



- This will take you to the homepage of PrivCo. Note if you have never used PrivCo before you need to register with your York email address and sign in.



- Once you log in, enter the company's name in the search box at the top of the screen to see if the company is covered by the database. A list of suggested company names will automatically populate. Use **Forever 21** as an example and click on the company's name in the drop-down list.



5. You will now be taken to Forever 21's report.

Private Company Ticker Symbol™: (FOREVP)

## Forever 21, Inc.

[Add to Watchlist](#) Notes View industry activity Export

Forever 21, Inc. is a privately-held fast-fashion retailer specializing in fashion apparel and accessories for women, men, and children through its stores and online. Forever 21, Inc. was founded in 1984 by Do Won Chang and Jin Sook Chang and is a 50/50 ownership between the 2 founders. Forever 21, Inc. headquarters are located in Los Angeles, California. The first store went by the name Fashion 21.

Tags: Minority Owned, Woman Owned  
 PICS: Children's Apparel, Men's Apparel, Women's Apparel [+3 more](#)

[Read full company synopsis](#)

### Forever 21 Financials and KPIs

Income Statement	2015	2014	2013	2012	2011	2010	2009	2008
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6. Scroll down the page. Under the Ownership section, you will be able to find out information about the ownership structure of this privately-held company:

### Forever 21 Ownership

Owner Name	Type of Owner	Ownership stake
Do Won Chang	Individual	50%
Jin Sook Chang	Individual	50%

7. Alternatively, to search for a list of investors that match a set of attributes, click on **Investors** on the left navigation bar.

**PrivCo**

- My PrivCo
  - Dashboard
  - Saved Searches
  - Watchlist
  - All Notes
- Advanced Searches
  - Private Companies
  - Investors**
  - VC Fundings
  - M&A Deals
  - PE Deals

- You will now be taken to the **Investors search form**. Fill out relevant search criteria such as region, investor type, and industry preferences, and click **Search**.

### Private Market Investor Advanced Search

Tip: Select multiple search options while holding the Control (Windows) or Command (Mac) key and clicking the desired selection.

**Location**

Choose Region/Location

- Worldwide
- United States
- Alabama
- Alaska
- Arizona
- Arkansas

Or enter a location (US, CAN, UK):

City or Postal Code:  Within 25 miles:

**Investor Criteria**

Choose Investor Types

- Any
- Angel Investor Group
- Angel / Individual
- Government
- Business Incubator / SBDC
- Private Equity

Choose Preferred Stages

- Seed
- Early Stage
- Mid Stage / Expansion
- Late Stage / Mezzanine
- Buyouts / Acquisitions
- Restructuring / Special Situations
- Secondary Purchases

Choose Investment Activity

Custom Date Range:  From  To

**Industry Preferences**

Choose Investor Industry Preferences:  
*Optional: includes only investors making one or more past investments in your selected industries*

Choose Industries

- This will generate a list of results. Click on each company's record to see the investor contact information associated with that company.

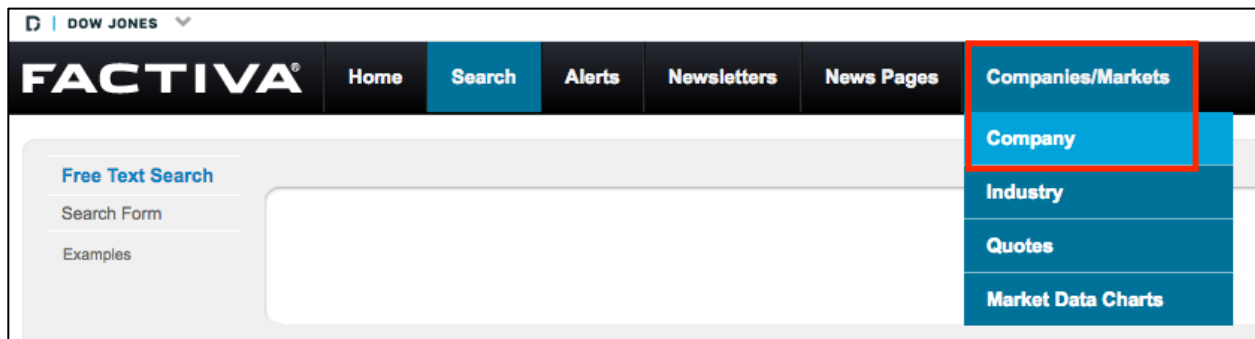
**24 Search Results** [Revise Search](#) [Show Search Criteria](#)

Investor Name	Country	State/Province	Investor Type
<a href="#">Aprilis Ventures</a>	Canada	Ontario	Angel Investor Group

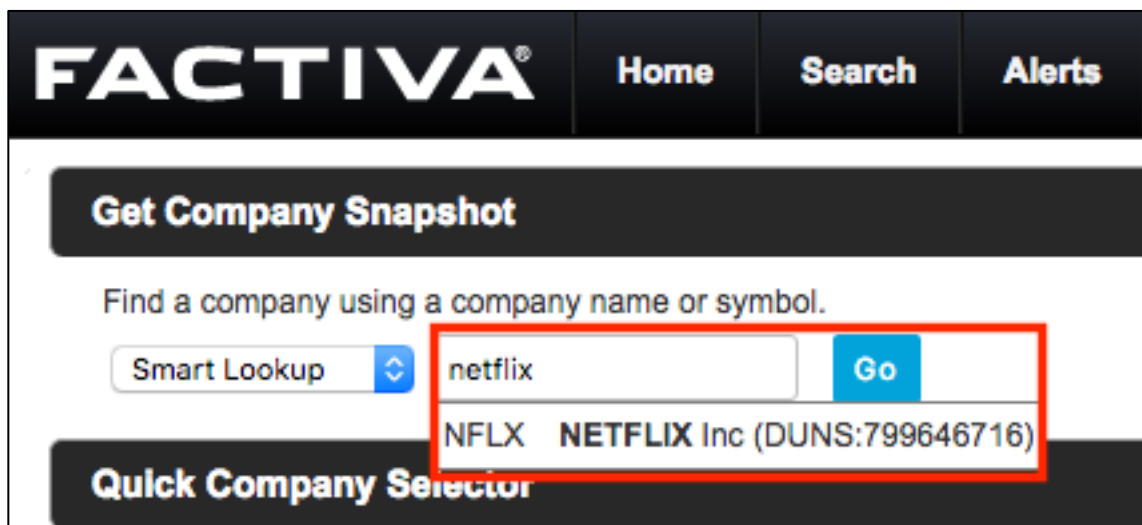
## Factiva

### Search Strategy 1

1. Click on [this link](#) to access Factiva.
2. If you are off-campus, you will be prompted to enter your Passport York ID.
3. This will take you to the homepage of Factiva.
4. Hover over the **Companies/Markets** tab on the top black navigation bar and click on **Company** to be taken to the Company Search page.



5. On the Company Search page, enter the name of the company you would like to search and click Go. If Factiva covers the company, its name will automatically populate in the drop-down list as the name is being entered. **Netflix** is used as an example here. Click on the company's name in the drop-down list to be taken to the company's report page.

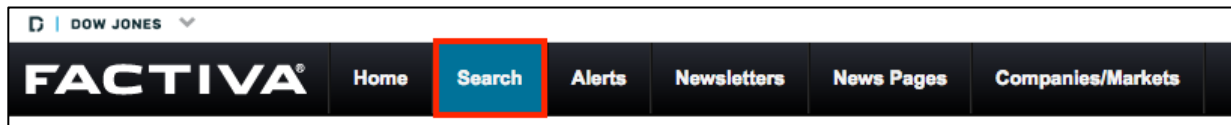


- On the Company's report page, scroll down to the middle of the report to find the **Key Executives** section. You will see a list of the top level employees.

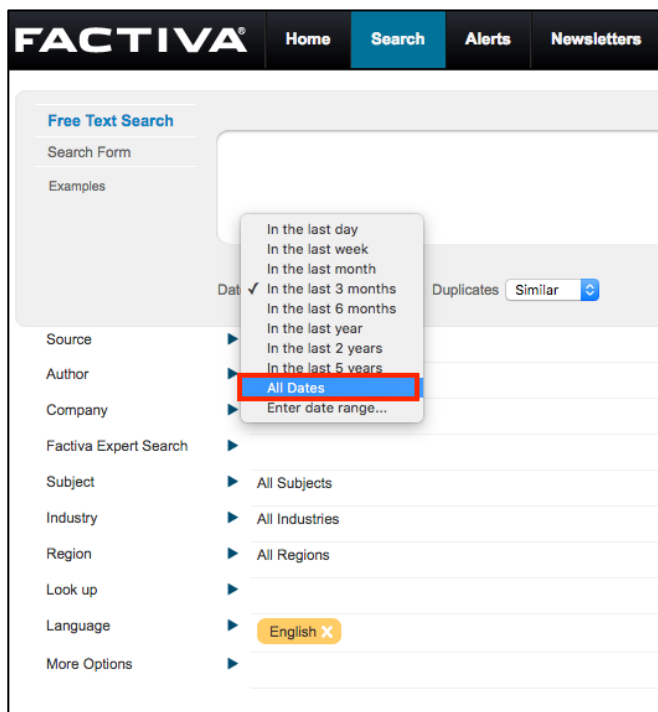
Key Executives	Key Financials
<b>Chairman, President &amp; Chief Executive Officer</b> Wilmot Reed Hastings Jr.	Currency:
<b>Chief Financial Officer</b> David B Wells	Sales:
<b>Vice President-Business Development</b> Anthony Zameczkowski	Sales Growth (1 year):
<b>Director-Global Public Policy</b> Coriell Wright	Last Reported Employees (Date):
<b>Chief Streaming &amp; Partnerships Officer</b> Gregory K Peters	Employees Growth (1 year):
	Last Reported Auditor (Date):
	Market Cap (USD):
	Net Income:
	Net Profit Margin:
	EPS:
	Altman Z-Score:
	Fiscal Year-End Date:

## Search Strategy 2

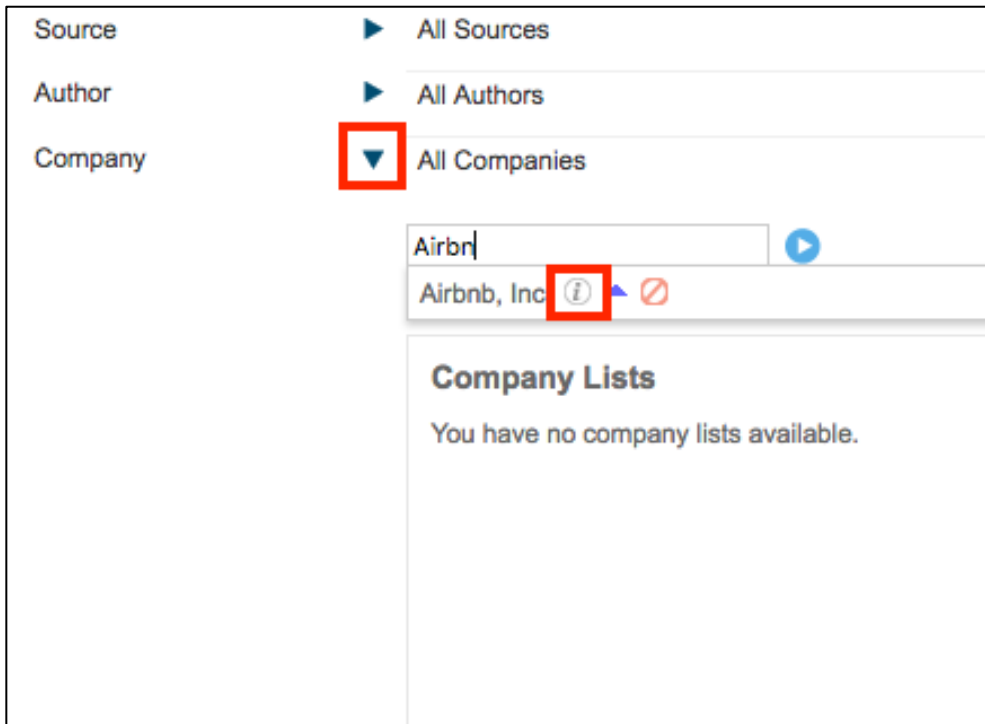
- Click the **Search** link on the top black navigation bar in Factiva to get to the **Search** form.



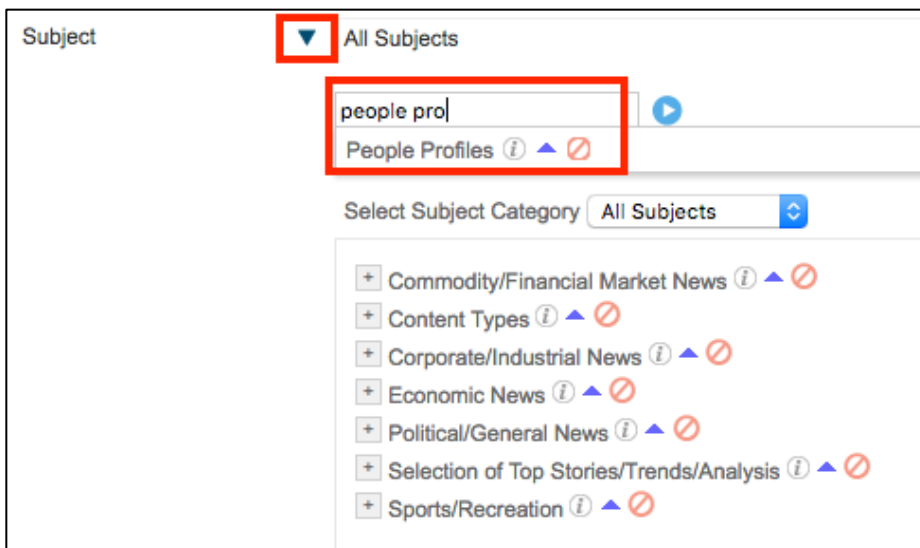
- You will now see the **Search** form. Use the date drop-down menu to change the date to **All Dates**.



3. Click on the arrow sign next to **All Companies**. Type your company's name into the search box. Click on the **i icon** to see a definition of the company. Select the correct company.



4. Click on the arrow sign by **All Subjects** to show the subject search box, type in **People Profiles** and select it from the dropdown menu.



5. Click the **Search** button and you will see a list of articles on the results page that contain information on the key people/executives of the company you are researching.

