



A Creative Artists Agency for the Rest of Us

Why Senior Executives Deserve an Agent
(and What Happens When They Finally Get One)



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INTRODUCTION

The Most Underrepresented People in Business

Every A-list actor has one. Every major-league athlete has one. Every chart-topping musician has one. Every YouTuber and social media creator with real earning power has one. The agent—the person who sits across the table from those who want to deploy their client's talent and makes sure they get what they deserve.

Senior corporate executives? Most of them navigate alone.

They face career-defining moments—whether to stay or go, how to negotiate a transition, what the next chapter actually looks like—without anyone genuinely in their corner. Executive coaches are typically paid by the organization, not the individual, which means their incentives are structurally misaligned with the person sitting across from them. Headhunters are paid by the companies doing the hiring, not the candidates being placed. Neither is your agent.

Excelerators Inc. was built to fill that gap. This is the story of what genuine career representation looks like for the people who need it most and have historically had the least access to it.

PART I

What Agents Actually Do and Why It Works

The Hollywood Model

Creative Artists Agency (CAA), William Morris Endeavor, and their peers did not become powerful because they found talented people. Talent is everywhere. They became powerful because they understood that talent, on its own, rarely gets what it's worth. The agent's job is to close that gap, systematically, strategically, and with genuine alignment to the client's long-term interests.

In Hollywood, an agent's core function is threefold: identify the right opportunities, negotiate from a position of informed strength, and manage the long arc of a career rather than the single transaction. Agents in the entertainment industry typically earn 10–15% of their client's gross. For a working actor earning \$2 million per picture, that amounts to \$200,000–\$300,000 per engagement, and almost no one disputes the value. The agent doesn't just open doors, they make sure the right doors open at the right time and at the right price.



The Sports World

In professional sports, the agent relationship is legally codified and universally accepted. The NFL, NBA, MLB, and their counterparts all certify agents and set standards for representation because the alternative (talent negotiating alone against teams with full-time legal and contract staffs) is simply not a fair fight.

The most celebrated sports agents are known not merely for negotiating large contracts, but for reframing how their clients are perceived. They shape narratives, manage positioning, and think in years rather than transactions. Rich Paul's elevation of LeBron James from elite player to owner, investor, and global brand is not just an athlete success story, it is a career management masterclass.

Studies consistently show that represented athletes earn 15-25% more over their careers than underrepresented peers at comparable performance levels.

Representation is not a luxury. It is a structural advantage.

The Creator Economy

Perhaps the most instructive modern parallel is the creator economy. YouTube stars, podcast hosts, and social media personalities with large audiences now routinely retain talent managers and brand agencies. The top creator-focused agencies negotiate platform deals, brand partnerships, book contracts, and speaking fees that individuals would never achieve alone.

A creator with 5 million subscribers might earn \$200,000 per year from ad revenue. With proper representation and brand deal negotiation, that same creator can realistically generate \$1–3 million annually.

What unites Hollywood, sports, and the creator economy is a single insight: high-performing people need someone in their corner who is thinking about the long game, not just the next opportunity.

PART II

The Executive Gap

The Representation Problem

Corporate executives, by and large, navigate their careers without agents. They rely instead on a patchwork of imperfect alternatives:



- Executive coach guidance is shaped by the interests of the employer rather than the individual, because they are most often engaged and paid by the organization.
- Headhunters, who are paid by the companies doing the hiring and not the candidates being placed, create a fundamental conflict of interest at the exact moment it matters most.
- Personal networks, which are powerful but unsystematic, and easily exhausted at the senior levels where everyone is stretched thin.
- Their own instincts, in isolation, without the benefit of an objective outside perspective.

None of these is a substitute for genuine representation. And the cost of not having it is significant. Executives who fail to negotiate effectively at key career transitions routinely leave substantial compensation unrealized. Over a career, that gap can reach into the millions.

Beyond compensation, poorly managed transitions carry enormous risk. A senior leader who moves to the wrong organization (the wrong culture, the wrong moment, the wrong fit) can set themselves back years. The executive search industry itself acknowledges this: 30% of searches do not end with a placement, and a quarter of those who are placed are gone by Year two.

The Coaching Trap

Executive coaching has become a multi-billion-dollar industry, and it has genuine value: self-awareness, communication skills, leadership presence, managing up and down. But executive coaching is categorically different from career management, and conflating the two does senior leaders a real disservice.

A coach helps you perform better in the role you have. An agent helps you get the role you deserve and ensures that when you get there, the terms are right. More importantly: a coach retained and paid by your employer is accountable, at least in part, to that employer. An agent retained and paid by you is accountable only to you.

This is not a subtle distinction. It determines whose interests are actually being served.

"I would never have gotten where I am today without your guidance."

— Chief Marketing Officer



CAA for the Rest of Us

The Founding Insight

Matt Seiler built his career across some of the most demanding environments in global business—from the rigorous client culture of Procter & Gamble at Benton and Bowles, through a decade-long relationship with PepsiCo, to the Managing Director role at Wieden+Kennedy New York, to CEO positions at PHD North America, Universal McCann, and ultimately IPG Mediabrands, where he built a \$2.2 billion business and won Media Agency of the Year every year of his tenure.

In each of those roles, he worked at the intersection of talent, strategy, and organizational performance. And in each of them, he noticed the same pattern: the most capable people were often the worst served when it came to their own careers. Brilliant at solving problems for their organizations. Flying blind on their own trajectory.

Excelerators Inc. was founded to fill that void: to be, in Seiler's own words, the CAA for the rest of us.

Total Alignment: The Structural Difference

The Excelerators model is built on a principle that sounds simple but is genuinely rare: total alignment with the individual.

Clients pay a quarterly retainer—set at a level that ensures they are genuinely engaged, but not so high that it becomes a barrier to access. Because Excelerators is retained and paid by the individual, never by the organization, there is no conflict of interest, at any stage, for any reason.

A client can stay where they are for the rest of their career or move every few years. They can conclude that the right answer is to negotiate harder for a better deal in their current role. They can decide the next chapter looks entirely different from everything that came before. It makes no difference to how Excelerators is compensated, and therefore no difference to the guidance they receive.

You cannot be your client's agent if someone else is signing your check.

"I did not know what I wanted to do until that lightbulb came on in our first week together. Now I know I am here to support the underdogs."

— SVP, Global Technology Company



The Brief: Where Every Engagement Begins

At the center of every individual engagement is The Brief, a discipline borrowed from the world of advertising strategy that forces clarity before action. Most clients, when they sit down with The Brief for the first time, discover they are at least one step behind where they thought they were. They knew they wanted something. They had not yet done the work of defining what, specifically, why, and how to get there.

The Brief asks the uncomfortable questions: What is your objective, precisely? What title, what kind of company, what stage, what size, what location, what compensation? What is your strategy—how do you activate your network to work for you rather than just exist? Who is the actual decision-maker who can make what you want a reality? What do they currently think? What stands in your way, honestly? What is the one thing you could say to get their attention? What are the three irrefutable reasons they should believe you?

The Brief is not a form. It is a process. It demands that you paint yourself into a corner, because the narrower the objective, the greater the likelihood of achieving it. It is, as Seiler puts it, simple. Not the same thing as easy.

"You helped me realize that there was a massive opportunity—thanks to AI—in the trade-based space within private equity, and set me on a whole new path."

— Managing Director, Private Equity

The Ongoing Relationship

Career management is not a transaction. An actor's agent does not negotiate one contract and disappear. A sports agent does not surface at renewal time and vanish in between. Genuine representation is a sustained relationship—one that provides perspective, guidance, and active support across whatever the client is navigating at any given moment.

Excelerators engagements are built accordingly. The work begins with The Brief and the development of a clear strategy. It continues through active execution, identifying the right conversations, preparing for them, positioning the client effectively, and managing the negotiation when the moment arrives. It extends through any transition into a new role, and often well beyond.

"When we started, I thought I was good where I was. I would not have expected to find myself at one of the world's most admired companies just six months later."

— Chief Marketing Officer



What Clients Actually Experience

The Lightbulb Moment

A consistent pattern emerges across Excelerators engagements: clients arrive believing they know what they want and discover, often within the first few sessions, that what they thought they wanted was either too vague, too small, or pointing in the wrong direction entirely. The Brief surfaces this quickly, not because it is confrontational, but because it demands specificity. Vague objectives produce vague outcomes. Specific ones produce results.

For some clients, the work confirms that they are in the right place, but that they have been undercompensated, undervalued, or under-positioned. The engagement then focuses on changing that without changing employers. For others, it reveals that the right move is outward and the work focuses on making that move with precision and preparation, not panic.

"I have 100,000 shares in my company that I would not have without your guidance."

— EVP, Technology Company

Who Engages Excelerators

Excelerators works with C-suite executives and senior leaders—CEOs, CMOs, CFOs, and their equivalents—who are at an inflection point. Some are actively looking for a change. Some are not sure. Some believe they are satisfied and are surprised to discover they are not. What they share is seniority, capability, and the recognition that they are navigating something important without the support they deserve.

Client relationships have spanned leaders at organizations including Amazon, Apple, SiriusXM, Walmart, TikTok, P&G, private equity firms, and organizations across the government and technology sectors. Engagements are confidential. The guidance is direct. The outcomes are measurable.

You Deserve an Agent



The gap between what senior executives are worth and what they actually get (in compensation, in roles, in career fulfillment) is not a talent gap, it is a representation gap. Hollywood solved this a century ago. Professional sports solved it fifty years ago. The creator economy solved it in a decade.

The corner office has been last.

Excelerators Inc. exists for the leaders who are done navigating alone and who are ready for someone genuinely in their corner, with no conflict of interest, no hidden agenda, and no financial incentive to steer them in any direction other than the right one.

Sometimes the right answer is to stay exactly where you are and get what you deserve there. Sometimes it is a move that reshapes the next decade. The agent's job is to help you figure out which is which and then make it happen.

That is not executive coaching. That is career management. That is what an agent does.

Simple. Not the same thing as easy.

excelerators inc*

Excelerators Inc. works with professional services firms and their investors on Outcome Architecture, the integrated design of how businesses charge clients, pay people, structure work, and deploy human and digital workers, all pointed at the same objective.

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