



## Marc Hodak

Executive Compensation Expert  
New York, NY

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Role: Experts

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### BACKGROUND AND EXPERIENCE

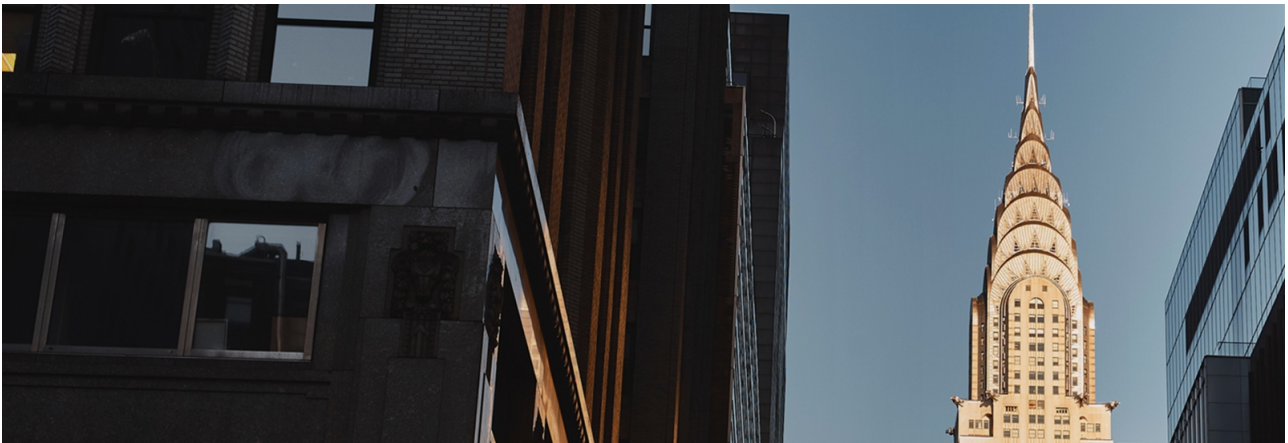
Marc is Crenshaw's compensation benchmarking expert. In this role, he offers insight to Crenshaw clients in determining whether offers fairly compensate their skills and experience for new positions. Marc helps executives understand how compensation schemes including equity and performance-based awards can impact total earnings beyond base salary, providing independent feedback and analytical support. He is uniquely positioned to explain to clients the nuances of compensation schemes across sectors, especially for clients transitioning between public and private or PE/VC-backed companies, given his more than 25 years of experience developing and designing executive pay and incentive programs as an advisor to Boards and shareholders. This experience allows Marc to effectively advise clients during negotiation, offering an inside perspective on the hiring company's mindset.

Marc is known for bringing extensive industry and advisory experience together to the benefit of his clients and is a recognized thought leader in managerial incentives; he has been published in numerous magazines and academic journals, and extensively quoted in the national press. Marc is a frequent speaker at conferences throughout the U.S. and Europe on executive compensation, corporate governance, and managing for value.

From 2002 to 2016, Marc was the owner of Hodak Value Advisors, an executive compensation and corporate governance advisory firm. From 1992 to 2001, he led value-based management implementations for Stern Stewart & Co. Before that, Marc was the head of the automotive vehicles distribution business unit at Conrail, one of the largest U.S. transportation companies at the time.

Marc teaches corporate governance as a professor at NYU's Stern School, Southern Methodist University and as visiting lecturer at the University of St. Gallen in Switzerland for over ten years. He holds an MBA in finance from the University of Pennsylvania's Wharton School and a BS in aerospace engineering at the University of Maryland.





## ABOUT CRENSHAW ASSOCIATES

**40 + years of helping companies and executives thrive.**  
**Delivering today, developing for tomorrow.**

We specialize in understanding top talent – exclusively – and in promoting their success.  
We support clients who are transitioning, OnBoarding, being groomed for new responsibility, building their team cultures, or aspiring to become corporate directors.