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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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.
8. 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.

![](image1)

### Hoovers

1. Click on [this link](http://bryt.library.yorku.ca/) to access Hoovers.

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 Hoovers.

4. 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.

![](image2)
5. 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.

6. This is what the result page looks like. Click on the different executive names to see a brief biography for the executive.
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.
6. 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.

7. You will now be taken to a list of reports for the executive. Click on the executive’s name to read the report.
8. 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.

![Create an Executive List form](image)

**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.

1. Click on [this link](http://bryt.library.yorku.ca/) to access PrivCo.

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 PrivCo. Note if you have never used PrivCo before you need to register with your York email address and sign in.

4. 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.

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:

<table>
<thead>
<tr>
<th>Owner Name</th>
<th>Type of Owner</th>
<th>Ownership stake</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do Won Chang</td>
<td>Individual</td>
<td>50%</td>
</tr>
<tr>
<td>Jin Sook Chang</td>
<td>Individual</td>
<td>50%</td>
</tr>
</tbody>
</table>

7. Alternatively, to search for a list of investors that match a set of attributes, click on Investors on the left navigation bar.
8. 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**.

9. This will generate a list of results. Click on each company’s record to see the investor contact information associated with that company.
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.
6. 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.

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**Search Strategy 2**

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

2. 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 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.