



ORG CHART CASE STUDY:

Expedient Delivery of a Large Comparative Executive Org Chart in the Medical Device Sector.

Our Research Team completed a challenging project in which we identified 100+ medical device executives while providing an in-depth 15-page "past and present" org chart within a tight deadline.

Objective

A Fortune 100 client in the medical device sector recently came to us with a challenging request: map out the current organizational structure of a large competitor company and compare it to its previous structure. The data included over 100 names with detailed information, headshots, and additional notes when available.

Process

This was an "all hands on deck" task. Our Research Team immediately went to work to identify the executives in the competing company, both past and present. Next, we called into the competitor company while using other research techniques to verify the accuracy of the information found on LinkedIn, public sources, company websites, and other professionally-sourced data.

To meet the tight deadline, we sent the client executive mapping data in batches, adding names to the list as we uncovered more information and leaders. Ultimately, we identified more than 100 executives and mapped out their reporting structure. Final product grew to an extensive 15-page org chart delivered in an editable PowerPoint Presentation (upon the client's request).



Mitch Golob

CEO of Corporate Navigators

"While we excel at speed, accuracy, and thoroughness, I always come back to the notion of guaranteeing client satisfaction."

Challenges

- Identify 100+ past and present executives in a healthcare tech company and compare the structures.
- Deliver data in an editable PowerPoint presentation format with headshots we sourced.
- Build upon data as more names and information are identified and add to the presentation.
- Generate significant results within approximately one week's time over a holiday weekend.

Highlights

1. Accelerated Business Information Delivery

We delivered the first round of research within a week's time over a holiday weekend.

2. Identifying Past Executives

The true "wow factor" of this project. We identified past executives and compared the former org structure to the present one, going above and beyond the typical research and org chart request.

3. Ongoing Research to Augment Data

To augment existing data, our research team continued to identify more names after the first delivery batch.

4. Detailed Research Notes

The delivered org chart included a spreadsheet that contained vital details like contact information, location, social media links, email addresses, and phone numbers. There were also additional research notes about the executives' future replacements, unique responsibilities, and other inside information discovered while calling into the competitor's company.