



CANDIDATE SOURCING CASE STUDY 2

A multi-step, sophisticated search for a new president of a Vitamin Company necessitated all hands on deck.

When a vitamin company needed a new President, its criteria for this open role were understandably elevated. To offer the most choices, this high-level search incorporated a few rounds of research and candidate development.

Objective

To identify and develop a list of candidates to fill a vacant President role at a vitamin company. It was imperative to find candidates who not only fit the client's requirements but also met their budget.

Process

This research and candidate development project was conducted in cooperation with a recruitment agency. We provided support in sourcing and identifying qualified candidates. Our part of the project incorporated this process:

- 1. Identify:** We used recruiting research to identify and build a list potential candidates to call.
- 2. Develop:** After identifying candidates, we contacted them to determine their qualification and interest.
- 3. Submit:** After each round of recruiting research and candidate development, we sent the client the results.

We went through the process of identifying and developing candidates and submitting data to the client three times.

After the first two rounds, the client wanted more choices, so we would go back to the drawing board and identify and develop more potential candidates for them to call.

In the third round of candidate submissions, the client decided on a replacement President and were happy with the results. The new president is still with the company over a year later.

Collectively, our researchers developed 142 candidates and brought 14 qualified and interested candidates to the client.

Challenges

Narrow Candidate Profile: The client needed a high-level replacement for a President role but also had to stay within a strict budget to not exceed the recruiter's placement fees. This posed a challenge for us to find a suitable candidate since the background of the candidate usually matched a higher salary than the client preferred.

Panel of Executives Making the Hiring Decision: Whenever there are multiple people in charge of making a decision, it takes longer, as individuals come to different conclusions about candidates. With a five-person hiring panel, it took three rounds of candidate submissions to submit a candidate that met everyone's criteria.

Highlights

1. 142 Potential Candidates Identified

Recruiting research is a vital first step in identifying and developing candidates. In this process we found 142 possible matches.

2. Partnering with Recruitment Agency

We often work with recruitment agencies to augment their process. This is just one example of how we work together symbiotically.

3. 14 Candidates Interested and Qualified

From the pared down list of 14, the client has secured one person to fill the role and even found three more potential executive hires from this pool.

4. Three Rounds of Recruitment Research and Candidate Development

This was an extensive process in which we went back to the drawing board three times. This was partly due to the narrow candidate profile and the need for all 5 hiring panelists to be in agreement.