



A Manufacturer Recruits Senior Product Management Leadership to Fuel Growth

Industry:
Manufacturing
Company

About Company

The client was a leading privately held manufacturing company founded nearly 90 years ago.

Challenges

The client reached out to Frederickson Partners to help them fill a Vice President (VP) level Product Management role. The search for this role had been open for over a year prior to the Frederickson Partners team coming on board to partner with the company on the search.

The client had recently experienced a period of growth, which had led to a skills gap in the leadership team. A senior executive had multiple managers as direct reports, but also required a direct report leader who had the experience and skills to lead the other management team members. This leader would have the potential to move eventually into a senior role and create space for the senior executive to focus on other priorities. So the candidate pool also had to be assessed on their expandability for a next-level role.

In addition, the leadership team had a strong interest in building diversity. The client wanted to work with an executive search firm that understood their diversity requirements, as well as being able to deliver candidates that were a strong fit for the skills and experience needed for the role.

The search was particularly complex because the search team at Frederickson Partners sought a candidate who not only met these requirements, but also was open to relocation to a non-major metropolitan area. A final part of the challenge in the search was in defining the title and requirements of the role, which oversaw product and marketing activities very specific to this industry. While there was no concern about the client's compensation structures relative to candidates in the market, the client's title structure was significantly deflated compared to market norms.



Results

Our search team collaborated with the client to clarify the specific role requirements, in order to gain clarity and thoroughly understand the ideal candidate. During the sourcing stage, the team conducted a national search for executives who fit the multiple and complex requirements for this role. The search lead successfully convinced key top candidates not only to consider a role with a more junior title than may typically be used for comparable positions in other companies, but also to be open to relocating to a non-major metropolitan area.

The Frederickson Partners search team also fulfilled the diversity requirement, recruiting a highly experienced female candidate (in a male-dominated field) with the skillset required by the client. The placed candidate came from a similar industry as the client and brought the communication expertise as well as a dynamic and proactive personality required for this role.

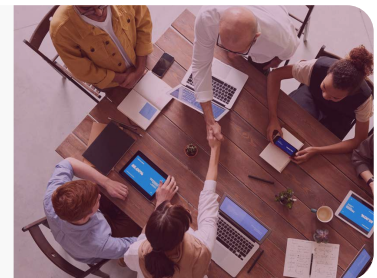
“At its core, executive search is the intersection of process, discipline, and network. Each of these three elements is important, but they are not all equally deployed in every search that we do. In this search, we had an indirect network into the markets the client needed (through our extensive database of HR leaders), so we over-indexed on the process and discipline parts of the search. This is a place where we excel by utilizing our outstanding candidate identification capabilities and our candidate- and client-focused disciplines, to keep the search moving at pace, while constantly fine-tuning the ideal candidate profile in weekly meetings with the client.”

“Our client in this case was a dream to work with. They were appropriately demanding in terms of the candidate profile, but also provided detailed and speedy feedback on the results of their interviews and never left us with questions about next steps or how the candidates were doing in their other interviews inside the company.”

– Tom Wilson, President
Frederickson Partners, A Gallagher Company

Key Successes:

- Conducted a comprehensive nationwide search
- Successfully met client requirements for diversity in the hiring process, placing a top female executive
- Candidate agreed to relocate to a non-major metropolitan area



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Schedule a call with us today.

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