

 Frederickson Partners
A Gallagher Company

Frederickson Delivers Key Leadership Talent Across Multiple Departments at Fast-Growth Private Equity Portfolio Company



Challenges

The client is an innovative, fast-growing private equity-backed company in the technology space that was looking to expand their team. However, they lacked a fully developed talent acquisition function and the vital skillsets required for recruiting and organizational growth. Their needs had also diversified across several functional areas of the business, triggering an urgent requirement to fill key new leadership roles, which the client was unable to execute on as they lacked specialized recruiters. They were resource-constrained and urgently needed critical positions filled to meet growth targets and client demands.

The company's goal of fast growth necessitated hiring leaders who would not only fit in with this company's unique, dynamic culture but also stay for the long term. Without these key resources, they risked poor execution and missing their expansion goals.

The client discovered Frederickson Partners, a Gallagher Company through an online search and connected with us through a website contact form.



Solution

Our team started the executive search process by analyzing the company's talent acquisition strategy and understanding the profile of previously targeted candidates. This insight allowed us to collaborate across the client's various divisions, such as product, finance, and services. By grasping the broader company picture, our team was able to present a compelling and complete story of the organization, and garner greater candidate interest.

Through our comprehensive search approach and leveraging our experience across many roles, our team tapped into candidate pools the company had overlooked in the past. This allowed us to source and present a more diverse slate of qualified candidates than the client had typically considered for these leadership positions.

Frederickson Partners also developed fresh positioning of the company to candidates, elevating the client's profile from a traditional, long-standing company to an innovative, private equity-backed organization. This strategic rebranding to candidates revitalized their market reputation. By effectively marketing their newly evolved story, we drew interest from talents who had previously overlooked the client.

By utilizing this comprehensive approach and leveraging our expertise in roles in both HR and areas beyond, the Frederickson team was able to significantly expand and enhance the client's recruitment efforts and candidate pool.

The client was initially only looking for candidates within their industry. They then sought out our expertise in also identifying candidates who could successfully transition from other fields. While this approach was a new one to them, their openness to out-of-industry talent allowed Frederickson Partners to execute a successful recruitment strategy.



Results

The client quickly recognized Frederickson as a strategic partner who could provide valuable support across key functional areas beyond HR, including finance, operations, product, and service.

- Frederickson Partners was entrusted with multiple important leadership searches including Head of HR, CFO, Controller, Senior Product Leader and Head of Services.
- The Frederickson search team successfully placed a candidate for the Head of HR role who came from the hospitality industry. This leader brought a unique skill set that effectively translated to the client's company, despite their being in a technology space.
- The Chief Financial Officer was recruited from a media background, and brought to the company valuable experience in high-growth environments.

Frederickson Partners' role expanded to include significant consulting and guidance, advising on hiring decisions. As a result, the selected candidates were exceptional cultural fits for the company.

In all, following a great initial experience, the client involved us in recruiting for five strategic areas of their organization.

Following the placement of the Head of HR, the company experienced significant growth of around 70%. This growth met the company's objectives and is directly attributed to the effective execution of a hiring strategy, substantially bolstered by our partnership. Due to a successful collaboration, we and the newly placed leaders continue to have an enduring impact on the company's overall growth and success.

Key Highlights

- ✓ Conducted searches for Head of HR, Chief Financial Officer, Controller, Senior Product Leader and Head of Services.
- ✓ Offered solutions to overcome challenges in establishing a robust talent acquisition department, helping to build vital skill sets for business growth.
- ✓ Reframed the client's story for candidates, attracting previously uninterested talent and altering the perception of the client in the market.
- ✓ Company grew 70% and successfully placed key leader roles all within a year, which helped them to meet growth objectives.

ARE YOU SEEKING STRATEGIC LEADERSHIP?

Schedule a call with us today.

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