



Recruiting to a niche role

Challenge:

A multinational FMCG required a CTO to come and lead their technology strategy, teams and platforms within their iconic premium brand door stop delivery service. The client had tried to initially hire directly however had failed to secure their preferred options.

During this hiring period the organisation, also made a key strategic business decision that led to some bad press in the national papers. The client also wanted this hire to be a discreet exercise.

They needed to define, own, and deliver the Technology Strategy. Ideally experienced in Retail/E-commerce, specifically with routing applications. They must have M&A along with board level experience

Solution:

We initially did a short market mapping exercise looking specifically at organisations who both offered food delivery services & had payment facilities through their website. We ran this mapping & search exercise alongside some discreet advertising, to increase the speed to market. We ran a two-stage qualification process via video interviews. These focussed on initial evidencing their experiences in the key requirements along with demonstrating their stakeholder and leadership skills. We then followed this up with a more cultural & value-based conversation.

Result:

Shortlist of three candidates delivered. Two candidates successful as the client felt they could offer both. Both these candidates fully hit the brief, one specifically with perishable goods delivery experience. CTO successfully on boarded and in post eight weeks from the initial brief.

