

## Case Study: Global Client Finance Director for an Award-winning Global Marketing Solutions Provider



### Client Background

Our Client Organization is an award-winning, global provider of marketing solutions and the parent company of renowned agencies with international presence.

### The Brief

The Chief Commercial Officer (CCO) was looking to hire a VP, Global Client Finance Director. The CCO had not identified successful candidates internally and had thus retained Page Executive to carry out this search.

The CCO was seeking a candidate with global experience, strong commercial acumen and negotiation skills within the media and advertising industry on the agency side. The candidate would be responsible to build the company's commercial team at the corporate level.

### Search Methodology



#### Engagement

Page Executive's partnership with the Client was based on trust thanks to the team's 7-year-strong rapport with its CCO, the understanding of the culture, and an existing track record of senior placements within the media and advertising world.

Apart from the role-specific requirements, the team put an emphasis on identifying candidates with the right personality. The successful candidate needed to be able to foster strong relationships with multiple senior stakeholders within the Client's agency brands, as well as with its customers and other external partners.



#### Sourcing

With well-defined search parameters, the Page Executive team reached out to candidates on LinkedIn and also connected with some of the candidates the team placed several years ago who would be ready to consider their next role. Apart from the overall remit, pitching the VP Global Client Finance Director role as one that would report directly to the CCO - a well-reputed industry professional - proved to be an effective strategy to engage relevant candidates.



#### Assessment

Candidates were assessed on their experience of managing a large portfolio and revenue with an agency at the corporate-level. A shortlist of eight candidates was sent to the CCO. Each candidate was interviewed.



#### Delivery

Five out of the eight shortlisted candidates progressed onto the next round of interviews. Following one-on-one interviews with the CCO, the candidate was selected. The assignment took six weeks from the brief-to-offer stage.

### The Results

Our world-class search methodology combined with our powerful global network proved to be an effective solution and ensured consistent, quality delivery. The assignment was viewed as a great success for both businesses. Testament to this, Client remains a client today and has engaged Page Executive for repeat business following this successful search.

**If you would like to discuss your recruitment needs, please contact:**

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**Number of weeks to complete the assignment** **6**

**Number of candidates identified** **8**

**Number of candidates shortlisted** **5**