

# Case Study

## Healthcare CFO Search



### KEY POINTS:

- Our client is the largest independent hospital in the UK and the CFO would need to play a central role in securing its status in the future as a leading healthcare organisation
- The leadership focuses on establishing some common sense principles that have generated powerful and fast results in the past. These principles are to create a spirit that encourages collaborative working without boundaries, a clear and consistently communicated vision and strategy, underpinned by very structured execution
- Norman Broadbent Research & Insight produced a compelling shortlist of CFOs that fulfilled our client's diversity, inclusion and leadership agenda.



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### CHALLENGE:

- The current CFO had recently resigned and was now working a 6-month notice period which finished at the end of June 2020. With suitable replacements likely to also be on a 6 month's notice period, the client needed a quick response and process
- Following a short period of difficult trading, characterised by a slowdown in the market and cost pressures from key customer groups, our client now required a more experienced CFO to drive an agenda for its longer-term future that would ensure differentiation on a global scale
- The client was keen to partner with a search firm that could fulfil their diversity, inclusion and leadership objectives. We understand that to create sustainable change, diversity and inclusion must be integrated into business infrastructure, managerial capability and the employee experience.

### SOLUTION:

- Norman Broadbent mapped out all of the major private healthcare institutions across the UK and identified a pool of CFOs. We also mapped out CFOs from other related sectors such as healthcare technology, pharma and life sciences.
- Within 4 weeks, we provided our client with a comprehensive longlist of 142 candidates, including details on competitors, profiles on CFOs who were working for other London healthcare providers, what a typical remuneration package was within the sector, and general market insights around D&I and competitor intelligence.

### OUTCOME:

- From the initial longlist, 38 candidates were then contacted in total, with 12 of those candidates being interviewed by Norman Broadbent (including 4 women) over a 2 week period. 5 of those candidates (2 women) met our competency criteria and were then presented as a shortlist on week 6.
- The client interviewed all 5 candidates and progressed 3 through to final stage (included 2 women) over the next 2 weeks and an offer was made within 8 weeks of engagement.
- Due to a speedy execution, the successful candidate was able to start at the beginning of July 2020.