

Case Study: Global People Officer



THE CHALLENGE

- Norman Broadbent was mandated by a creative Professional Services firm to carry out a search for their NY-based Chief People Officer.
- Despite having gone through a period of unprecedented growth, our client had continued ambitions to significantly increase revenue and headcount. To derisk their 'scale-up', we were tasked with helping find and appoint an HR Professional to build a credible and comprehensive HR Function.
- Sitting as part of the Operating Board alongside the Managing Partners and the CFO, the successful candidate needed to be able to contribute to strategic planning and decision making. In addition, they needed experience of building an HR function from scratch, have exceptional stakeholder management expertise, and to have operated globally. This was not an 'out-of-the-box' HR hire!

OUR APPROACH

- **Attraction:** We ran a high touch campaign using various Executive Search tools, targeting individuals within NYC that had either worked as part of a Partnership model (Insurance or Financial Services or Law firms) or within Media/PR organisations that operated globally.
- **Selection** We identified a total pool of 252 candidates. From those we interviewed 16. Six were subsequently presented to our client as a shortlist following a detailed screening process.
- **Assessment** All six of the shortlisted candidates interviewed with our client. Two candidates were brought back for a final interview, from which our client hired their preferred candidate.

THE OUTCOME

- Using our Executive Solutions approach, we were able to run agile fast-paced processes within the infrastructure of a leading fully-retained executive search firm.
- We provided cost effective pricing for this price conscious client based on a small Implementation Fee followed by a final Completion Fee.
- Our client successfully made an appointment within budget and on time.

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If you would like to learn more about this project, please contact Angela Hickmore at angela.hickmore@normanbroadbent.com for an initial confidential discussion.