

# CASE STUDY: VP eCommerce and Marketing



## Client Background

Our client offers its customers comfortable, durable pain-relief wearables, infused with copper and crafted with innovation. The company has close to 50 employees, and generates annual revenues between \$10-50M.

An existing client of our sister brand Michael Page's Finance recruitment team, the company's CEO and CFO were referred to Page Executive when they were looking to hire a VP of eCommerce and Marketing.

## The Brief

The company was established in 2010 with a retail strategy focused on the direct-to-consumer (D2C) market. By 2018, the company wanted to reach a larger customer base by expanding with a wholesale model. This expansion was led by the Media and Analytics Director, who eventually parted ways with the business.

By early 2022, the CEO and CFO decided to hire a leader with eCommerce and digital marketing experience within CPG. This is where the Page Executive team stepped in.

## Search Methodology



### Engagement

Page Executive's Consumer Goods and Retail Practice leader partnered with primarily the CFO and CEO throughout the hiring process. As the CFO was also set to depart the company, the CEO relied on our proactiveness and expertise in sourcing the right candidate and drive the recruitment process forward with speed.



### Sourcing

Page Executive used multiple tactics to attract applications and enlist interest from relevant candidates: We advertised the role on our website, the team reached out to its executive-level candidates in the database, and, considering the role was required to be largely office-based, a LinkedIn Recruiter license was also used to specifically target relevant talent based within easy travel distance of the head office location.



### Assessment

Apart from the hard skills and industry expertise needed, Page Executive vetted candidates for their personality, track record on tenure, their experience operating within teams, and their ability to operate within an atypical corporate structure and deliver within the environment of a small family-owned company. A longlist of 15 candidates was delivered to the CEO, of which 11 progressed onto the shortlist. As this was a private equity-funded company, the final 2 candidates were interviewed by the owning company.



### Delivery

One of the two finalists were finally selected by the owning company, the company's CEO, and the board. An attractive offer was made and was accepted by the candidate, with Page Executive convincing the company to be more flexible with a hybrid work arrangement for the role.

## The Results

The selected candidate was a marketing leader from the CPG sector, with 25 years of experience. He has had a positive experience working at the company so far and enjoys a good working relationship with the CEO and the rest of the board.

Having had successful recruitment collaborations with Michael Page and now Page Executive, the CEO referred us to another company recruiting for a similar role. This case study demonstrates our ability as an executive search firm to headhunt leaders with precision and speed.

**5 weeks**  
to complete the  
assignment from search to  
placement

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

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