

Chief Financial Officer

For Melville Candy Company, a Confectionary Manufacturing Company



Client Background

Melville Candy is a family-owned, Massachusetts-based confectionary manufacturing company which was established in 1978.

MELVILLE CANDY®

The Brief

A privately held, 3rd generation family business, Melville Candy was partnering with e-commerce platforms and entering into contracts with private food retail and wholesale brands.

To keep up with the demand, they were looking to hire a CFO. In order to do this most effectively, they chose to partner with an executive search firm for the first time.

Search Methodology



Engagement

Melville Candy appointed a third-party consultant to identify an executive search firm that would be able to properly evaluate the technical experience and soft skills required in a CFO and recruit for the role. Page Executive won the pitch against three other competing executive search firms.

Page Executive worked on this search in collaboration with Melville Candy's President and CEO, as well as their consultant. Our initial meetings gave us a strong understanding of the requirements of the role, which enabled us to develop a compelling job description.



Sourcing

We needed to recruit a CFO who would be adept at leading the strategy for future alliances with retailers, working in close partnership with the rest of the leadership team to win new deals and partnerships aimed at the diversification and growth of the revenue portfolio.

The ideal candidate also needed to have experience leveraging ERP systems, as well as a strong understanding of day-to-day manufacturing plant operations in order to drive efficiencies at Melville Candy's facilities.

Through advertising the job on our website, using our paid media partnerships, pitching the role to talent from competition, as well as our leveraging own database of senior finance professionals, we began identifying candidates. We zeroed-in on those with extensive experience leading the finance function within Food and Beverage and Consumer Packaged Goods companies, but more importantly candidates who had a track record of successfully working within family businesses and were adept at navigating the dynamics and ambitions involved.



Assessment

With our extensive reach garnering interest and applications, we funnelled 8 candidates through our internal interviews to establish suitability and availability. For each of the candidates, we undertook a robust reference check to provide the Melville Candy leadership the assurance of credibility.



Delivery

Three candidates from our shortlist of 8 progressed onto interviews with the President, CEO, and their Consultant, until the final applicant was selected within just 3 weeks.

The Results

Melville Candy confidently made an offer to the successful candidate for the CFO role. We were pleased that they secured a suitable candidate from a relevant sector to lead strategic growth for this ambitious, family-owned business.

This case study demonstrates the speed and precision with which we as an executive search firm deliver on an assignment.

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

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Number of candidates shortlisted **8**

Number of candidates interviewed **5**

Number of weeks to complete the assignment **3**