

Professional Services CASE STUDY

The Challenge

A sanitization product company needed to hire a Chief Operating Officer. The company was growing at light speed due to the COVID-19 pandemic, and the pace was forcing the current Founder and CEO to become a day-to-day orchestrator. He needed to step away from operations and focus on the big picture. So, he decided it was time to expand his leadership team and bring on a COO to “keep the trains running on time.” He also wanted to balance their laid-back, remote culture with a leader who expressed authority and demanded respect. The candidate had to have experience working for an e-commerce company that sold hard goods. And most importantly, they needed to be a right-hand who could complement the CEO’s personality and work style.

The Solution

Once we understood the organizational DNA of the client, we started targeting key organizations to find a purpose-driven and performance-proven leader. But because the sanitization industry is very limited, we had to shift our focus to all e-commerce companies instead. We lasered in on companies that sold products, and we reached out to those corresponding leaders with our covert approach. Meaning, we didn’t share the company or the role. We simply asked key questions to determine competency and culture compatibility. The latter was the most critical piece for our client, so we filtered out leaders quickly based on whether or not there was a personality match.

The Results

Y Scouts identified a candidate who was leading an online (and brick-and-mortar) sports company. We knew immediately after the discovery call that the prospective leader was a perfect fit. He had a strong background in online products and operations. He was a c-level executive who believed in an authentic-yet-firm leadership style, and his personality meshed incredibly well with the current CEO. Once the client confirmed our match, we started the offering process and only had a little back-and-forth. The candidate was hoping for some equity, but once he realized it wasn’t on the table, he reasonably negotiated a higher salary base and bonus. Both parties eventually agreed on the offer, and soon after the prospective leader stepped in as Chief Operating Officer. As a result, the CEO was able to step back into the visionary role and focus on growing the company.

The Proof

92%

Success Rate

90-day

Average Fill Rate

6 month

Guarantee on Executive Placements

100%

targeted outreach to top tier leadership candidates - we never post jobs.

