

## Technology & Innovation CASE STUDY

### The Challenge

A SaaS company supporting city and local governments needed to hire a new company leader, a performance-proven, purpose-aligned CEO. Their current founder/CEO was taking a back seat to focus on his first passion, which was product development. So, he needed someone who could step in and continue leading the company into future growth. Given the company's remote workforce spread across U.S.A. and Europe, the leader had to have experience driving dispersed teams. They had to align with a supportive, family-like culture. And the company founder was adamant that they had to lead with integrity and show kindness to others.

### The Solution

Using a list of targeted organizations from the client, we reached out to company leaders using our covert approach. Meaning we didn't mention the client or the role - we simply learned about each leader instead. This approach encouraged candidates to be authentic about who they are and what they want to achieve, instead of trying to align with what we had to offer. And as a result, we more accurately identified both competency and culture fit. We also expanded our search into comparable companies, reaching out to more leaders and asking key questions. During the search, we realized that equity was the main driver for getting potential CEOs to join a small company (under 50 employees). And we planned to use that knowledge in our client's favor.

### The Results

Y Scouts identified a c-level executive who also led a government-related SaaS company. The prospective leader ticked all the right boxes and more. He had a strong history with cloud-based products, he had a track record of building and driving results-driven tech teams, and he believed in leading companies with integrity and kindness. The client was incredibly happy with the process and the results, so he put together a compensation plan that put company equity first. We presented the offer to the executive, and he gladly accepted the opportunity. Soon after, the founder stepped back and the candidate stepped in to take over as the new Chief Executive Officer.

## 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.

