



CASE STUDY: Enhancing Candidate Experience in Executive Recruitment

“Even though this didn't go the way I wanted it to go, I really appreciated your recruiting style. I thought the way you took time to understand my experience and how it applied to this potential role was unique and different. I worked with a lot of recruiters this year, and the experiences were generally bad, but working with you was very refreshing! I'd be happy to hear about any future roles you might get where I'd be a good fit. Thank you!”

CLIENT: A natural/organic snacking manufacturer in California seeking a VP of Marketing - Innovation.

BACKGROUND

In the delicate world of CPG talent acquisition, we recently represented a standout candidate for a VP of Marketing role focused on innovation. Despite not securing the position, the candidate's positive feedback was a testament to our unique approach, emphasizing our commitment to protecting our client's employment brand in the candidate marketplace.

CLIENT NEEDS

This critical role, nestled within a high-profile snacking brand, demanded not just expertise but also a candidate who resonated with the brand's ethos. With an overwhelming response from interested candidates, our challenge was to ensure thorough vetting while providing a positive experience for each candidate in order to protect our client's employment brand in the industry.

SOLUTION

Leveraging our two decades of experience in the CPG sector, we employed a personalized talent search approach. Focusing on CPG marketing talent in Southern California with a focus on healthy snacking, we refined our search, emphasizing quality over quantity. Personal calls, outreach and in-depth conversations, rather than solely relying on email, enabled us to curate a pool of exceptional candidates.

IMPACT

The role was filled promptly, and more importantly, the process left a lasting positive impression on over three dozen candidates. These individuals, potential future hires, now view our client favorably, which safeguards their employment brand. This outcome underscores the importance of our high-touch recruiting approach and its role in fortifying our client's reputation, which is crucial to attract top talent in the future.