

CASE STUDY

FAST GROWING eCOMMERCE RETAILER NEEDS CEO

THE CLIENT

A personal defense eCommerce company realized that the founding team was not equipped to handle growth as it climbed towards \$100 million in sales. Operational and marketing challenges were too much, and it was for a professional CEO.

THE ROLE

Overseeing the entire company, the CEO would be responsible for building the largest company in the owner's portfolio.

THE CHALLENGE

While the client was well versed in business, the success of this brand was outpacing previous experience. The client was not entirely sure what the right CEO would look like and because of this challenge on clarity, had been turned down by a number of other recruiting firms.

HOW #TWICEASNICE PARTNERED

#twiceasnice determined that while the client was open to a wide range of CEO backgrounds, we would focus on the senior end of the spectrum with significant eCommerce and logistics experience. While we do not always recommend our clients push their salary budgets, we saw this as a critical placement to the continued growth trajectory. We began extensive cold outreach and, to some peers' surprise, advertising for this senior role.

#TWICEASNICE RESULTS

We presented several candidates the client was prepared to move forward with. Ultimately, the CEO hired (with a \$3mil package) came from our aggressive advertising of the opportunity and was presented to our client within one-week of the start of the search.

WE'D LIKE TO PARTNER WITH YOU

We help our clients save money and hire better with our custom-built searches, 9.9% fee, and 18-month guarantee. If you need to find a partner to work on your searches, [contact us](#).

From the Client Manager

While it's not every day we make a \$3 million placement, it was the same process we use every day that delivered these results.

Caralie Coleman
Client Manager



Region
Southeast US



Industry
eCommerce



Role
CEO



#twiceasnice Savings
\$300,000



Placement Guarantee
18-months