

CASE STUDY

Game-Changing Recruitment: #twiceasnice's Double Play for a CEO and COO

THE CLIENT

An institutional sporting goods company helps athletes compete with cutting-edge technology and advancements.

THE ROLES

Our client needed new leadership for a new era of their business. They were looking for a COO to help improve their operations, but then quickly needed a CEO who knew their way around the sporting goods industry.

THE CHALLENGE

This search got off to a rocky start because shortly after launching the search, the CEO resigned, so we had to put the COO search on pause while we helped find a CEO. Once we got our client a CEO, the search started for a COO. The client was in a turn-around period and needed leaders with dynamic experience.

HOW #TWICEASNICE PARTNERED

#twiceasnice rolled with the punches. We put a pause on the original COO search to find a CEO. After replacing the client's CFO in a previous search, we knew exactly what the client needed and who they wanted to help rebound their business. By building a relationship with all candidates, it helped #twiceasnice understand the personalities in place and who would mix well with other c-suite roles.

#TWICEASNICE RESULTS

#twiceasnice hustled and placed a CEO in just 36 days. In a buzzer-beater, we submitted the winning COO candidate 24 days into the search. The candidate and the new CEO hit it off instantly. And, 53 days later we had a signed offer and a very happy client!

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

"We've placed all executives for them. It was definitely fun and a good learning experience. We're looking forward to helping this client place more roles in the new year now that their executives are settled."

Austin Rehorn
Senior Client Manager



Region

Midwest



Industry

Sporting Goods



Roles

COO and CEO



#twiceasnice Savings

\$22,770



Placement Guarantee

18-months