



US Principal & Market Map Miami

The Client

A privately owned consumer search specialist with 20 consultants and a global client base is seeking to open its first US office.

The Challenge

With no-one internally in a position to relocate, we needed to hire externally to build out a new office. This hire must already be settled in the US, have a proven executive search network across consumer markets whilst complementing the firm's existing client base. The preference was to look for someone seeking to step up into a leadership role vs an established Partner.

The Solution

We engaged in a targeted US mapping exercise across multiple locations to highlight the best consumer search talent and simultaneously worked with the firm's marketing team to put together a full candidate pack. The marketing pack was essential to ensure potential candidates understood the success of the search firm even if they had yet to encounter the brand. Following the longlist-shortlist review, we proactively engaged in conversations on behalf of the firm and interested parties were then presented.

The Result

The successful candidate started their new role within 3 months of our initial brief. Their background was a consumer specialist, ten years within US SHREK, and had relocated to the US from the UK when they were young.