

CASE STUDY

CFO/COO

CMO

HR Director

INDUSTRY

Education

COMPANY SIZE

Medium; 300 employees

REVENUE

\$75 million



BUSINESS SITUATION

The organisation was making heavy losses after a series of unsuccessful strategic decisions led to too many unpopular courses and multiple changes to personnel. The company was looking for fresh leadership capabilities to change the course of the business.



THE SOLUTION WE OFFERED

After thoroughly identifying the specific needs of the organisation, Robert Half tapped into its vast database of readily available contractors to identify talent who could quickly contribute to turning around the organisation's fortunes.

The CFO/COO role required a professional with blended IT and operational skills, while the CMO role asked for an experienced, data-driven marketing expert. Both candidates needed to possess excellent leadership, collaboration and communication competencies.

Within two weeks, Robert Half was able to place the CFO/COO and CMO on a contract basis. A few months after their deployment, the client requested our services again to find a HR Director who had the experience and skills to help drive strategic change. The role was filled within 10 business days.



CLIENT'S RETURN ON INVESTMENT

The experienced business leaders have made a series of strong strategic decisions, particularly around how the business captures sales data and converts data into strategic insights and 'warm leads.' The team have also refined their approach to converting 'warm leads' into actual sales, significantly impacting profitability.

The CFO/COO, CMO and HR Director who initially started as contractors, were all offered permanent contracts. Together, they focused heavily on reviewing the cost of courses to become more commercially viable, while also working to uplift the overall skillset of the organisation.

The company has turned around from making losses to reporting profits in a relatively short amount of time. Their expertise, and strategic policies and processes have also served to increase staff retention, resulting in less frequent changes to company personnel and an uplift in workforce morale.

We can help you with your most complex talent sourcing needs.
[Speak with a Consultant](#) today or submit a [job order form](#).