

Executive Search

Case Study

Head of Product Design

For a young India based B2B organization

Technology Practice

Background

Our client has built an AI-powered creative management platform that helps brands build, collaborate, and go live with marketing campaigns.

What was the exact ask/ role specification

The client was looking to bring on board a Head of Product Design who would lead the design team in solving hard problems of creative design, collaboration, file management, analytics, campaign management, and much more by creating a solution that can run on any browser by anyone with or without design experience.

This role would report to the Co-Founder & Chief Business Officer and be based out of Bangalore, India.

The process

Since the organization had spent some time working on this mandate earlier with another search partner, the job description was already in place. We suggested tweaks to the job description, especially in making the company profile stronger and more exciting to the candidates.

Together with our client, we started the process by identifying the list of target organizations – these were organizations with a strong B2B product or popular B2C internet organizations. Additionally, we chalked out the right experience profile of the candidates so that the identified candidates would also fit into the budget decided for this role.

We set up a weekly review cadence which enabled us to gather quick feedback on the initial list of candidates identified from our end. After this, we started the process of profile submission based on our evaluations. The initial set of 2 candidates did not fit the bill since the B2B products that they were working on were not exciting enough and did not have great visibility from a design perspective. We went back and pruned the list of target companies to a smaller list which brought to the fore only those organizations which had a more complex and evolved set of B2B products. This pruning from our end started yielding results from the next batch of profiles that were submitted.

The 2nd & 3rd batches of 2 profiles each were shortlisted and soon, we started off with the interview process. In a span of 2 weeks, all the candidates went through rounds of interviews and 2 candidates were finally chosen. Of them, the client decided to go ahead and make an offer to one, while also choosing a second candidate as a backup. The PeopleAsset team engaged with both the candidates and the client regarding the expectations on numbers and such. The PeopleAsset team helped both parties to arrive at a win-win situation following which the client rolled out the formal offer which was promptly accepted.

In the month that followed, the PeopleAsset team engaged with the candidate intensely to ensure that his exit-related transition from the current organization was going off smoothly and the joining date stays true. We encouraged the candidate and client to interact frequently to ensure that there were no gaps. The candidate joined the client organization as per the date decided and the onboarding process went off smoothly.

The candidate brought in more than 10 years of total experience in user experience and design. He had prior experience working with globally renowned B2B organizations as well as played an entrepreneurial role in a B2C internet organization as a Co-Founder. The entrepreneurial stint was an added bonus for the young client organization.

PeopleAsset differentiator

- PeopleAsset was quick to identify the gaps in its understanding of the expectations of the client, especially regarding the target companies. This enabled us to go back to the drawing board and turn around quickly with a new plan of action.
- The candidate evaluation process was not only focused on enquiring about their work but also delved deep into their design portfolios. This helped us understand how well they understood the why of what they were doing.
- By being the bridge between the candidate and the client during the offer negotiation process, PeopleAsset ensured there were no communication gaps, and that a win-win situation for both stakeholders was reached seamlessly.
- The handholding process adopted by PeopleAsset kept both parties on the same page regarding all topics that needed to be addressed before onboarding.