

# Executive Search

Case Study

## Head, Video Engineering

For a B2B Media-tech firm

Technology Practice

## Background

Our client is a fast-growing B2B organization based out of India and building as-yet-unavailable proprietary technology which focuses on securing video content. They are a young firm with some of the biggest names in the global media industry as customers.

## What was the exact ask/ role specification

The client was looking to bring onboard a Head of Engineering (Video Technology) who will be among the earliest leaders to be hired by the organization. The candidate will be responsible for establishing and leading the engineering vision & roadmap. This role will provide hands-on leadership to the engineering team and work closely with the leadership team to achieve the business goals laid out.

This role would report into the Founder & CEO and be based out of India.

## The process

We started the mandate by working closely with the Founder to chalk out the job description and how the organization needs to be represented to the potential candidate pool. We then together also identified a list of target companies which work in the similar space and would have candidates who might fit the bill for this role.

Post this exercise, we started off by creating a longlist of 20 potential candidates from the target list of organizations. We discussed each candidate in the list with the Founder to get his point of view on what were the filters that he was kept in mind while shortlisting the profiles of candidates. This enabled us to incorporate some of these filters into our evaluation process as well. Basis this, we presented a set of profiles which the Founder and his team member interviewed to realize that this set of candidates might not be in line with the hands-on technical leadership personality and technical depth that they were looking at even though these were the exact kind of profiles that they had discussed about. The interviews turned out to be an exploratory journey for the Founder as well since they were doing this for the first time. The Founder (our client) tweaked the role specification and asked us to focus on candidates who bring the technical depth to the role as a first priority i.e. candidates who had or were playing architecture focused roles in deep tech organizations (preferably video tech) currently.

With this new ask, PeopleAsset team turned around with a fresh batch of 6 profiles, from where the client found a candidate who fit the ask in every way possible. Our evaluation focused on understanding the products that the candidates had worked on, the problem statement that the product was looking to address and the depth of the contribution of the candidate in building these deep tech products. It was also important to evaluate the intent of the candidate to join a small sized organization to ensure cultural fitment.

The chosen candidate brought more than 15 years of experience in the video tech space and had worked with a couple of start-ups right from their founding stages. The candidate also had led engineering teams in these organizations in building video-based products from the ground up.

## PeopleAsset differentiator

- Complete alignment with the Founder in the evaluation process and exhibiting flexibility for the Founder to move the goalpost as this was an exploratory journey for the Founder as well.
- Having a good understanding of the B2B tech engineering world enabled PeopleAsset to dive right into action from an identification and evaluation perspective.
- Exhibiting the willingness to go beyond the target list of companies identified so that the right candidates could be identified. The final candidate chosen was from beyond the target list of companies.
- Deep and credible engagement with the Founder which enabled the Founder to repose trust in our actions and intent to close on this position.