

Executive Search

Case Study

India Country Head

For a young India-based B2B organization

Technology Practice

Background

Our client provides the industry's first SaaS Access Governance Solution. They enable enterprises to get the full potential of their data stored in the Cloud without compromising privacy and security requirements.

What was the exact ask/ role specification

The client is looking to bring on board the India Country Head to build and operate a technical team in India. As a Country Head, this role will be working to recruit technical talent, build technical teams, manage operations, and work as a conduit to the US team for the company. The Country Head needs to have specialized skills and knowledge to build a technical team, bridging the gap between their US and India teams.

This role would report to the Co-Founder & Chief Technology Officer and will be based out of Pune / Mumbai, India.

The process

This specific role was under discussion for a while at the client's organization, hence, they already had a clear understanding of the expectations before they discussed it with us. They had a detailed job description chalked out and our inputs on it were tailored towards bringing in the Indian context as well as making the company profile as detailed and exciting as possible.

We started off by creating a discussion deck that called out a list of 9 potential candidates based on the job description shared. Their focus was on the candidates who came from well-established B2B software product development organizations. On the basis of the feedback shared, we realized that the client was interested in candidates who also brought in technology depth in their careers.

Once the weekly review cadence was set up, we went about connecting with the shortlisted candidates as per a target list of identified organizations. One common feedback we received from the candidates was that people with deep technology knowledge were not interested in a role that only involved general management while the candidates with good general management skills did not come with substantial technical depth.

We promptly shared this feedback with our client, and they indicated that they would be interested in speaking with both sets of candidates for this role. Following this feedback, we went back to the candidates and started the process of profile submission after detailed reviews.

Over the following couple of weeks, we submitted 3 detailed dossiers to the client and set the interview process rolling. In the next 4 weeks, the PeopleAsset team worked closely with the client to ensure that all the 3 candidates went through multiple interview rounds, keeping the India- US time zones in mind. All the 3 candidates were found to be suitable for this requirement.

The final step was the in-person discussion which would only happen a month later, when the hiring manager came to India. It was critical for the PeopleAsset team to keep all candidates engaged and interested in this opportunity during this period of non-activity from the client's end.

Almost after a month, our client's hiring manager traveled to India and met with all the 3 candidates. Once this meeting was completed, 2 candidates were identified for an offer. The PeopleAsset team engaged with the first choice for the role to understand the candidate's expectations. Further, our team counseled the candidate with regard to the client's budget so that the gap between the two is minimal and easier to overcome.

After a couple of discussions with the candidate, the offer numbers were finalized, and the candidate accepted the offer of employment extended by the client. Over the next couple of months, the PeopleAsset team engaged with the candidate to ensure that he was on track with his transition from his current organization. Our client also participated in discussions to enable the candidate to get aligned before the actual onboarding.

The selected candidate brought in more than 20 years of total experience with a demonstrated proficiency in leading the development of large, medium, and small enterprise software products. Additionally, he has built, developed, and led high-performance teams. In his previous roles, he was the India Head and was involved in active product development apart from leading large teams.

PeopleAsset differentiator

- PeopleAsset was able to quickly call out the thought process that the candidates were bringing to the table, enabling a change in the expectation setting.
- The evaluation process was an extensive one keeping in mind the variety of parameters called out by the client. It was spread over a 1.5-2.5-hour period for each candidate.
- There were 2 instances where the engagement had to go deep – one, before the offer and the second, after the offer was made. The PeopleAsset engagement ensured that the candidates did not lose interest or explore other options.
- The offer negotiation process was smooth and without any friction and that was primarily because the PeopleAsset team was able to get both stakeholders on the same page with some clear expectation setting.