



**Leadership
Capital Advisors**

Talent Matters

Partners in Executive Search

CASE STUDY

VICE PRESIDENT, STRATEGIC MARKETING — Process Controls Company

PREVIOUS STATE

- Organization looking to bring in new VP, Strategy; existing role
- Business needed to react to disruptive technologies and new-entrant competitors
- Company willing to invest, but required high returns to justify cost of capital

TRANSITION

- Recruited seven-year consultant from top-tier consulting firm with engineering background and earlier operations experience
- “Best athlete”: Not a process controls specialist
- BS Mechanical Engineering; top-tier MBA

CURRENT STATE

- In role, worked across several businesses, partnering with General Managers drive growth, improve, strategic planning, champion cross business unit initiatives and lead commercial excellence, including sales force effectiveness, CRM, pricing, marketing excellence, and new product development initiatives
- Within three years, promoted to GM role of newly created business unit
- Subsequently promoted again to GM role significantly larger business unit