



# The Case of

a Global Search for over 40 Strategic  
Marketing “Thought Leaders”

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# The Redmond Client

A Global Fortune 500 company whose board of directors and executive management team issued a mandate to build core “Strategic Marketing” internally, reposition itself as a specialty materials manufacturer, double global sales within 5 years by better recognizing and leveraging its existing core strengths and deliver more value by seizing new market opportunities thru innovation.

## The Search

**Role:**

Hire 40+ Strategic Marketing “Thought Leaders” globally.

**Locations:**

US, Asia [China] and EMEA.

**Target Talent Market:**

Junior to Mid-level strategic marketing talent on a fast track who possessed a combination of broad experiences [7-15 years on average] within several of the following functional areas: Corporate Business Strategy [M&A], Corporate Development, Product Line Marketing, Sales leadership/Business Development, Business Line Management, Supply Chain or Finance. Business savvy, tactical leader, influencer, innovator and strategic thinker best described the type of leadership qualities sought.

**Target Industries**

General Management Consulting [marketing and sales functional practices regardless of industry] and Industrial Manufacturing – Oil & Gas, Chemical, Paint, Food Additives and Consumer Products.

**Project Timeline:**

16 months, continuous, “rolling” pipeline of talent.

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## The Redmond Read

Based upon the research conducted, Redmond’s market research analysts were able to provide Client an informed opinion, or “read,” on the anticipated Search Difficulty Rating, Primary Opportunities to leverage, Key Challenges to Overcome, and Recommended Steps and Approaches.

In this case, the Redmond Read outlined in client deliverables included:

- A Search Difficulty of High, but achievable.
- A number of Key Challenges, including:
  - How to balance the need for volume, quality, and speed of talent with exactness in all phases of the search process given an industry wide surge in demand for the same talent?
  - How to most effectively move high-caliber, passive talent quickly thru the Client’s interviewing process in an accelerated demand environment?
  - How to source talent with the relevant skill sets within the requested compensation range?

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## The Answer to Search

For this search, Redmond recommended:

In this case, the Redmond Read outlined in client deliverables included:

- Aggressive Market Branding to position these opportunities more competitively and compellingly to the target market globally as needed to quickly generate interest with top talent and protect the Client’s strategic interests by flying “below the radar”.
- Creative recruiting approaches to supplement the Client’s typical mix of strategies, including performing competitive market intelligence useful to understanding the current talent landscape as well as building a top company and prospects target list to pursue that would ensure a greater diversity of talent to consider when it came to candidate core competencies and mindset: Innovator or Executor, educational background, gender, etc.
- A Redmond RPI Search, designed to leverage the opportunity of volume searches to promote recruitment process insourcing improvements and sustainable talent pipeline development.

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## The Redmond Results

**Redmond Candidates:** Over 50 Offers Made and several dozen acceptances over a 12-18 month time frame, and continuing.

**Process Improvements:** Redmond’s Candidate identification and screening process proved so effective that the Client requested to skip their own initial phone assessments and just bring in every single Redmond Candidate for face-to-face interviews.

Client found market branding piece so effective they extended its use both externally and internally.

**Bottom Line:** Redmond outperformed other recruiting resources employed by the client by a factor of 4 to 1, at 1/3 the cost of traditional retained search.

Over 20% of Redmond Candidates hired have already been promoted or recognized for promotion within 12-18 months.