

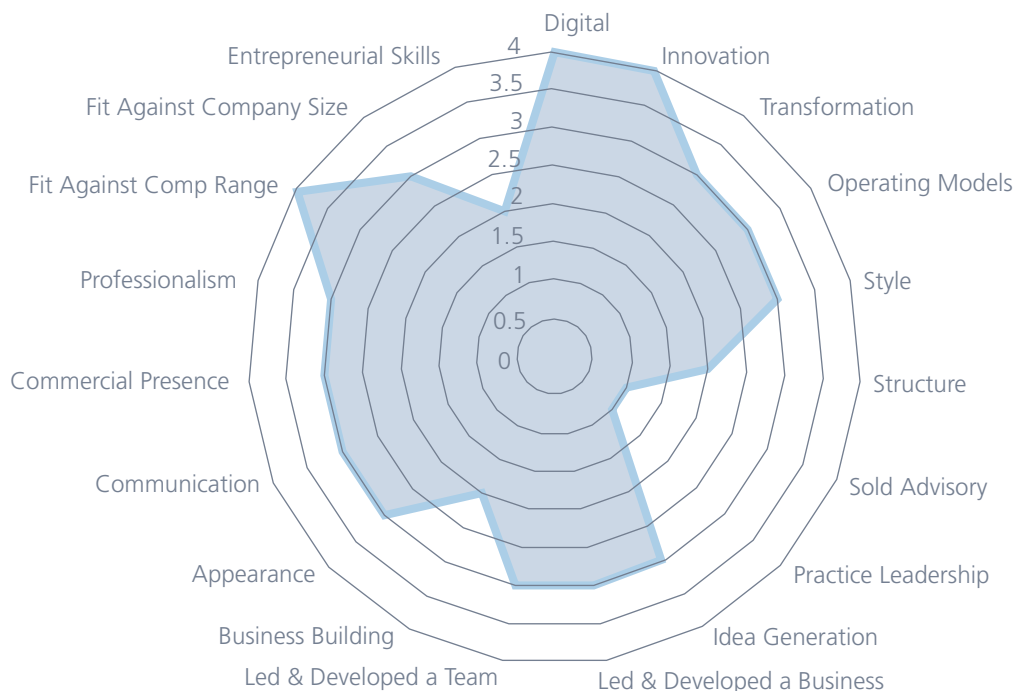


ZANDER SEARCH

HIRING A PRINCIPAL CONSULTANT TO HELP SHAPE OUR DIGITAL FUTURE

- THE CLIENT:** A Specialist Digital Business Consultancy
- THE ROLE:** Principal Consultant
- LOCATIONS:** London – 20% of this role requires travelling

Candidate X



SITUATION: Our client was a well-respected, specialist digital consultancy run and driven by the CEO/ founder and supported by a well-established and highly successful team of Consultants. In order to continue the growth of this business, the board identified the need to add a Principal Consultant to the leadership team and task them with owning all advisory operations. This individual needed to be a highly experienced professional who could operate as the lead consultant and represent the consulting function across all client relationships. This individual would bring significant B2C digital expertise along with the ability to drive and develop new business opportunities.

REQUIREMENT: Our Client was looking for a knowledgeable and highly consummate Principal Consultant, who had experience of working in both tier 1 advisory firms as well as boutique environments. They needed to be a practised digital expert with B2C experience and would bring core project/ programme delivery skills. Additionally, they needed to be able and willing to own and drive new and existing client revenue alongside managing and developing an experienced and skilled consulting function.

CHALLENGES: The challenge to this search lied directly to the culture and structure of the business. Focused boutique's, by nature, require candidates that are both highly knowledgeable and technical, but also personalities that fit seamlessly with the rest of the business. Our client needed someone who possessed highly specialised knowledge to manage complex, innovative and transformational projects within the digital profession whilst fitting into the management structure as if they were a founding member.

SOLUTION: Mapping every consulting firm with digital capabilities would have been a waste of time as most organisations look to exploit the digitalised world in some way and consequently there is an abundance of professionals who consider themselves "digital experts". Instead, our initial phase focused on creating a source map that focused on companies specialising in digital transformation engagements and who possessed well established and reputable digital teams. We then learnt about the leaders in these functions and mapped each of their operating styles alongside their technical skills.

THE OUTCOME: Our Market research enabled us to formulate a list of candidates that mirrored our ACID test and represented traits similar to our client's culture. This project identified 205 profiles, of which we interviewed 47 candidates. Across the entirety of this search, 18 candidates were submitted to the client for benchmarking purposes. 6 candidates were put forward for interview. Our Client formulated an offer for 1 candidate. This offer was accepted.