

Case Study | Non-Profit/Healthcare

President/CEO Search

The Search

The scope of this search was to locate a President/CEO for an independent, federally designated healthcare treatment center based in Rochester, New York (serving people in the surrounding 12-county region). The organization is unique being both a patient organization and a New York State Treatment Center. A 501(c) (3) non-profit corporation, licensed and regulated by New York State, the Center has one board of directors and one mission. This search was initiated due to a pending retirement and to hopefully have an overlap for an easy transition.

Our Process

As this organization was a new client to CCY, we began with an in-depth alignment process to discuss the search, determine strategy, and set realistic timing expectations. Following alignment, we executed a thorough, 'no stone unturned' research campaign to capture the full talent network. As part of our research strategy, we shared market intelligence related to compensation, experience levels, and competition. Upon completing our research, we launched a broad marketing campaign, acting as brand ambassadors for the organization to inform and attract passive candidates to the opportunity. We also leveraged our broad referral network, to cast as wide a net as possible. We quickly attracted several prospective candidates from varying backgrounds, who underwent an extensive screening process by CCY. In total, we submitted 5 pre-screened candidates for consideration. The organization selected 3 candidates for first-round interviews, narrowing the pool down to 2 finalists for second-round interviews. The client indicated either finalist would have been a great cultural fit, so the decision came down to substantive skills. The client made an offer to one of our finalists, who accepted.

Timing

The search initiated April 17, 2017. The first slate of candidates was presented in May, 2017 Interviews took place between May and June. The offer was presented in July, accepted and started July 31, 2017. Total length of search from commencement to start date: **75 days**.

Proven Results

The new President/CEO has successfully integrated into the organization, has meshed well with the staff and has offered a refreshing perspective about their business and mission. A Board member indicated they were embarrassed that they operated for over 3 years with little focus on fundraising and community outreach – and this President is doing just that!