

# Case Study | Non-Profit

## CEO Search

### **The Search**

The scope of this confidential search was to locate a CEO for a Finger Lakes Region of New York non-profit (\$20M budget) that is dedicated to promoting the community business activities and attracting out of town meetings and conventions. The challenge was declining business, public support had diminished and the brand was “dusty”. The goal was to reverse these notions, freshen up a stale industry and attract a non-industry leader to replace the retiring CEO.

### **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 8 pre-screened candidates for consideration. The organization selected 6 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.

### **Proven Results**

The new CEO has successfully integrated into the organization, has increased in-kind support by 7%, an increase to overall awareness by 12% and a measurable impact to business by 17%. A complete rebranding initiative was successfully rolled out in the 1<sup>st</sup> year.