

CASE STUDIES

Role: Multi-placement

Client: Start-up in Renewables

Industry: Renewables

Country: USA 

Goal: Market penetration and expansion



6

FUNCTIONAL AREAS SUPPORTED



9

LEADERS APPOINTED



40%

PRESENTED LEADERS WITH
DIVERSE BACKGROUND



2 MONTHS

TO COMPLETE THE ASSIGNMENT

Assignment mission: The aspiration of the business was to quickly position itself as a best-in-class solar micro-grid provider in the B2B market across the US and then expand towards Europe. We supported them with multiple critical placements on Board and other levels, including CHRO, Strategic Sourcing Director, Chief Solar Engineer, and Chief Sales.

Process and outcomes: The strong ambition to quickly penetrate the US market and then grow and internationalize the business presented challenges when it comes to efficiency in the search process. The timeline from securing the funding to becoming operational was 2 months, therefore swift identification and attraction of leaders across direct market competitors were critical. Additional complexity came from the need to attract top performers from well-established global industry players into a start-up setting, while ensuring diversity across the executives. Through close collaboration with the client, we managed to ensure the successful selection of the first 3 leaders within 6 weeks. Over the course of the following month, they attracted several other senior managers to complete the leadership team.