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# How **Hunt Partners** found an apt CEO for a **Premium Homeware Brand** **Expanding in India?**

A Mandate closed by Partners Anne Prabhu,  
Nikita Garg & Consultant Natasha Mistry.

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# Who was the **Client**?

A Reputed Kitchen and Homeware Company available in 120 countries who wanted to establish a name for themselves in the Indian market.

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# What was their Requirement?

A CEO ready for a marathon, not a sprint

## **Must Haves:**

- 15+ years of experience in the consumer industry, with 3+ years in a leadership role
- Ability to set up a market strategy across channels of trade, with a focus on e-commerce
- Exposure to building premium brands from scratch
- Patient, with a strategic outlook
- A strong educational foundation formed in a premier institute

# The **Search** Begins

## **Step 1: Making the Position Description Document**

Once the mandate was dissected, the team created a document that described the responsibilities of the role. It was imperative for this to be in alignment with the client's requirements to start strong.

## Step 2: Constructing a Strategy

It was decided that certain industries and companies would be targetted, based on their revenue, to find the ideal fit for the position. This was discussed with the client which kick-started the next step.

## Step 3: Identifying Profiles

This was initiated by fine-combing the in-house databases collated over the years from previously closed mandates and networking.

The research naturally extended to primary and secondary methods where profiles were gathered through job portals and notable events and were vetted by the team to create a Raw Sheet of potential candidates. This exhaustive list spanned up to 500 names.

## **Step 4: The Brief Call**

After another round of internal elimination, potential candidates received a phone call from the execution team introducing them to the proposition. This is where they were filtered out on the basis of whether they possessed the aforementioned list of must haves or not.

## **Step 5: Exchange of Reading Material**

Candidates are then sent the Position Description Document and Docket while we received their résumés to further the process.

## Step 6 : The First Interview

The first video call with a candidate was the first interview that they participated in. This was where we assessed their current circumstance; their driving factors and motivations to stay in or leave the company that they are associated with, along with the alignment of this opportunity with their present situation.

## Step 7: Partner Involvement

Once a candidate passed this stage, Partners Anne Prabhu and Nikita Garg were involved directly to gauge the softer skills of the candidate. This included an overall assessment of their personality in the context of the role. Out of 11, 4 candidates were shortlisted.

## **Step 8: The Candidate Report is Compiled**

Based on these interactions, a candidate report was collated for the client to keep a track of what each candidate offered with their collaboration. 4 candidates were advanced to the next step.

## **Step 9: Client, Meet your Candidates**

The candidates who qualified were then connected to the company who decided their suitable fit.



# The **Golden** Candidate

## Must Haves

- Patient, with a Strategic Outlook
- 15+ Years of Experience in the Consumer Industry
- 3+ Years of Leadership Experience

## Chosen Candidate's Qualities

- Independent
- Self-Motivated
- Forward Thinking

# Key Takeaways

- Progress Reports were being sent as early as two weeks which contributed in smooth communication and a clear alignment with the needs of the stakeholders.
- Pushing the candidate to realize their own potential is also a lesson that the team carries with them. It was a challenge to do so but it was overcome with open dialogue.
- This mandate was closed in approximately 6 months. This displayed the necessity of managing timelines and encouraging all stakeholders involved to do the same.

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# A Mandate like No Other

Collaborating with this client to establish their foundation in a new market was an exhilarating process. We were honoured to be entrusted with such a mandate, as opportunities of this nature are rare.

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