



Executive Search – Chief Executive Officer

Opportunity:

An international 3-D animation studio retained Human Resource Dimensions to fill a newly created Chief Executive Officer position, with the objective that this individual would merge U.S. based business operations with Russian based production. To complete the business objectives, the ideal candidate would have an extensive background with successful production studios, experience managing both the creative and financial aspects of a successful animation series, possess previous international experience, a strong educational pedigree and the ability to live in Moscow part time. These requirements, along with the cultural necessities, made this search exceptionally unique. This client engaged HRD because of our extensive research function, repeatable recruitment process and high touch communication plan.

Action:

Having not worked in this industry before, our team immediately set out to learn everything we could about 3-D animation. What are the most successful production houses? How do you define a prosperous cartoon series? What are the industry trends? Who are the top players in this industry?

From there, we utilized our internal research and sourcing function to generate the names and contact information of individuals holding positions with target organizations, in similar roles across the globe. We identified top executives that had presented at conferences, received awards and were recommended by peers. Over the next three weeks, we methodically contacted each potential contact with information about the organization and the niche candidate we were seeking. Live conversations were crucial. This opportunity was a story that had to be woven – there was a great deal of opportunity, but also uncertainty, for the person that accepted this newly created role.

Our team worked their way through a list of over 1,500 profiles, narrowing down the candidate pool using a three part interview process – historical, technical and behavioral. It was in this behavioral screening that we assessed the cultural fit of candidates and their ability to take the organization to the next level. After 60 days, we presented three candidates, with the experience and capabilities to be successful, to the investment firm with primary holdings in the business.

Benefit:

By working in partnership with the Human Resource Dimensions Client Manager, our client was able to hire their new CEO and subsequently successfully merge their international business units. Due to the business acumen and creative guidance of the chosen CEO, the company quadrupled their production output, significantly increased viewership of their animated series, created a new revenue stream from product licensing and developed an associated online app. These accomplishments resulted in the desired transition to a global success in the 3-D animation industry.