

Regional Vice President

Food Service Operator for Fortune 500 Company

About:

This organization was looking for outside talent that could bring high level strategic thinking to the table. That candidate would also have to possess strong operational and communication skills as he or she would have to work with the Divisional President and make regular presentations to Senior Management. The Regional VP has total territorial operations of about \$250 million, but this candidate would need to double that business over five years.

Challenge:

The best matches for this role were going to be executives who may have a C-Level title, so influencing candidates to consider the position beyond just its title was crucial in finding the right candidate.

Solution:

This RVP role was a grooming position to EVP and/or Divisional President and an opportunity to participate in a management incentive program. So, our tactic when presenting this position was to focus on the relatively quick advancement within the organization.

Results:

Our placement was successful immediately because the candidate had previous experience in contract foodservice as well as many years in casual dining, allowing him to bring ideas for innovation. Over time, our placement developed a strong team that worked to develop new business in the territory and turnaround underperforming accounts.