

## **CASE STUDY**

### **Search for an Investor Relations Manager**

#### **Client**

A publicly traded pet products retailer with \$6.9 billion in revenue.

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#### **Challenge**

The company was a well-known, publicly traded pet product retailer headquartered in Phoenix, AZ. The company's Head of Investor Relations was hiring a #2 - a Manager of Investor Relations.

The company struggled to engage a strong talent pool for a niche skill set, due in large part to a narrow strategy that only involved job ads and active job applicants. Given the relatively shallow IR talent pool in Phoenix, AZ (smaller market, fewer public companies), the company needed a more proactive outreach effort to engage people willing to relocate to Phoenix, AZ.

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#### **Strategy**

Our search strategy focused on reaching out to Investor Relations professionals from Senior Analyst to Manager level in surrounding major cities, including Dallas Fort Worth, Houston, Los Angeles, San Diego, San Francisco, and Chicago, among several others.

We positioned the opportunity as a role that could offer a fun, upbeat investor story to tell, a positive company culture and fun place to go to work (especially for pet lovers), and either a title step up for a Senior Analyst or a lateral move for a manager seeking a new challenge or a better situation than their current role.

We were also able to successfully sell Phoenix as an attractive place to live. Given the experience level of the role, the candidate base tended to be on the younger side and fairly mobile, and therefore more open to relocation, particularly to a lively, warm climate, growing metro area like Phoenix.

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#### **Results**

We presented the top 2 candidates to our client, both of whom were interviewed and 1 was hired. The chosen candidate was a Manager of Investor Relations with over 5 years of IR experience and 8 years of total finance and IR background. She relocated to Phoenix, AZ and thrived in the role until the Investor Relations team was eliminated due to a private equity buyout.