



## Client Success Story: How ProActivate Helped a Global Chemical Company Hire their Vice President of Marketing in Three Months

Assignment: Find a World Class VP of Marketing to Launch Company into Sustained Growth



ProActivate  
100 Crescent Court 7th Floor  
Dallas TX 75201  
[info@proactivate.net](mailto:info@proactivate.net)  
214.720.9922

### Executive Summary

ProActivate was introduced to a Chief Outsiders Advisor who sought to partner with an expert talent acquisition company to fill a VP of Marketing role for his client in the South Bay Region of Los Angeles, California. This client is a 50-year-old family-owned business and an industry leader. They are an FDA registered manufacturer and distributor of fine chemicals and laboratory products with the largest selection of USP-NF-FCC chemicals for the manufacturing of food, drug, and personal care products available from a single source.

Their new executive leader would execute their marketing plan and consistently look for ways to amplify and grow the business.

*ProActivate uses recruitment and testing methodologies that go beyond surface attributes to locate elite top talent who will not only succeed, but exceed results. If you need highly qualified rock stars, call 214-720-9922 today.*



Other responsibilities included:

- Overseeing a thriving digital/eCommerce platform.
- Supporting the direct sales team's performance.
- Managing the brand's profile in media, trade shows, and internal communications.

## Challenges

ProActivate invested significant time in research to develop a technical understanding of the client's complex industry to represent them professionally while serving as their eyes and ears in the marketplace. Additionally, professionals with the required level of experience needed by the client command a premium compensation package, so ProActivate worked carefully to source and qualify candidates who were within their budget.

## How ProActivate Helped

ProActivate created a detailed candidate profile focused on professional skills, mindset attributes, and corporate culture benchmarks. This tool served as a roadmap through the process. Throughout the engagement, the dedicated talent manager worked closely with the COO to absorb the company's culture and his leadership style to further polish the target profile. Once top marketing professionals were identified, the talent manager engaged them to discuss the opportunity and effectively persuade them to consider the potential career upgrade. During interviews, ProActivate used advanced behavioral interviewing techniques and mindset evaluations to determine if the candidates possessed the required skills and knowledge needed for this complex role. From this pool, ProActivate submitted only the best of the best for review by the client.

## How Tactical Hiring Insights Helped Deliver the Right Candidate

Candidates had to demonstrate a proven track record of marketing success within the chemical industry. The talent manager evaluated both the easily-quantified performance metrics and the more subjective components of mindset to find candidates with the right mix of professional ability and mindset. ProActivate's in-depth and customized process allowed the client to review that information and then hire a top-performing key executive to lead their marketing efforts.

## The Result

The new VP of Marketing is currently in his third month with the company and is already gaining momentum. His new colleagues say he is adapting well to the company and is a great culture fit.

ProActivate proved their value by filling the VP of Marketing role and earned additional business within the sales organization. ProActivate continues to partner with this client by providing them with top-tier sales talent in addition to helping identify the right match for this significant marketing role.

## Testimonial

*"ProActivate made a substantial difference in the search process for the new VP Marketing by digging into the strong need the client expressed for someone who uniquely combined industry expertise, a collaborative leadership style and an ability to listen, synthesize and build strategy and execution. It was equally critical to find candidates who could lead the direct team and the organization through change, with new expectations of the role the marketing team should support for the executive team's new and integrated growth plans for the company. In the end, it was a tall order! The processes ProActivate recommended for establishing the job spec and assessing cultural fit sped up the success of identifying and reviewing highly-qualified candidates – and ultimately to the onboarding of the new VP Marketing."*

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