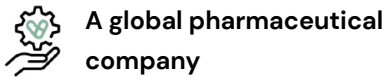


Navigating Competitive Markets to *Fill a Key Global Branding Role*



Customer Pocket Story

torq.people

Duration: 12/2023 – 02/2024



“With the help of torq.partners, we were able to fill a key position in a short period of time. Whether conducting interviews or developing effective sourcing strategies – torq.partners was of great support to us and I look forward to further projects.”

Head of Talent Services

Project Scope

Headhunting Head of Global Branding & Marketing Campaigns

Use Cases

- Responsibility for filling the key position of Head of Global Branding
- Developing effective sourcing strategies
- Identifying and approaching suitable candidates
- Conducting interviews
- Providing comprehensive support to the client throughout the recruitment process

Industry

MedTech, health, fitness



Problem

- The profile required for the position was highly complex and detailed.
- There was intense competition in the job market for this role.
- The client had high demands and specific expectations for the candidates.
- Only a few candidates progressed to the shortlist.
- Cultural fit was an extremely important factor in the selection process.



Solution

- More transparent communication regarding market conditions
- Challenging expectations – from both parties
- Conducting additional interviews when in doubt to address potential concerns
- Expanding the search radius and considering relocation options



Impact

- We successfully filled the key position of Head of Global Branding & Marketing Campaigns, allowing the business to strategically expand into new markets and enhance its global presence.
- By hiring a candidate who aligns with the company's vision, **It can now strengthen its branding efforts, increase market reach, and accelerate the internationalization** of its product portfolio.