



Executive Search Case Study - 2014

Assignment: China General Manager _ Faro Technology

Client Company Profile: FARO provides the most precise 3D measurement, imaging and realization technologies for manufacturing, construction and public safety analytics industries. For 40 years, FARO has provided industry-leading technology solutions that enable customers to quickly and easily measure their world, and then use that data to make smarter decisions faster. FARO continues to be a pioneer in bridging the digital and physical worlds through data-driven reliable accuracy, precision and immediacy.

The Challenge:

Client had tried for 5 years to find the right candidate for this critical position and used 5 different contingency firms and failed 5 times. Each candidate stayed only for 1 year or less. China business was stagnant.

To recruit a Sales oriented GM for China market: to build, manage and expand the sales team, hence to increase market share and revenue. To capture the rapid growth of China's economy to realize the full Faro's potential in China market. The candidate needs to be strong with sales team management and B2B sales process, also the candidate needs to be strong and technically savvy. The candidate also needs to be good at navigating through corporate structure and make things happen.

Solution:

Fitco-Consulting was selected as an exclusive and retained search firm for the position, working closely with Mr. Joe Arizone Asia CEO of Faro, Fitco took significant time to interview Mr. Joe Arizone and understand the culture, background and specific B2B industrial solution sales process of Faro. Fitco team took an in-depth search targeting the industrial companies that have adopted similar or same sales process and larger scale than Faro. In this case based on clients' requirement, the weightage of sophisticated sales process and management is more than the specific product knowledge. Fitco made tailor the search strategy. To search not just within the competitors but also across other industries that has different products and focusing on the sales process and management competency evaluation.

Persuading the ideal talent:

Mr. Ken Wang, the Ideal candidate was identified and selected. Before the offering stage, Fitco specifically provided a coaching session to help candidate make the decision, this includes the career coaching combined with counter-offer coaching session. Almost every ideal candidate that Fitco finds, will have an counter offer from their previous employer because they are too precious to the employer. And this time no exception. Ken received an counter offer and the global head of his previous employer flew from USA to meet him in person trying to persuade him to stay. However, as Fitco's effort has foreseen this counter-offer stage to happen, the coaching session had empowered Mr. Ken Wang to make the brave decision to move on to join Faro.

Result for Client:

Under the leadership of Ken Wang, Faro has grown tremendously, the team of sales has grow from 50 to 150 people within 3 years. And Ken is the first candidate(after 5 years' failure of hiring this position using contingency firms) to stay with Faro for more than 10 years! Thus is the magic and power of retained executive search! The process is proven and Fitco's implementation is highly tailored and refined.