Executive Search

Senior. Vice President – Sales

A prominent company in the online real estate industry (Real Estate Marketplace).

Client Background:

Our client is a prominent player in the online real estate industry, connecting buyers, sellers, and agents in a dynamic digital marketplace. With a focus on innovation and customer satisfaction, the company has experienced substantial growth in recent years. To continue this trajectory, the client is keen on recruiting a seasoned professional to fill the role of Senior Vice President - Sales, a critical position that will drive revenue and spearhead strategic sales initiatives.

Objective:

The primary objective was to identify and attract a highly qualified Senior Vice President - Sales with a proven track record in the real estate sector. The candidate should possess a strategic mindset, exceptional leadership skills, and a deep understanding of online real estate dynamics.

Challenges:

1. Niche Expertise: Finding a candidate with a deep understanding of the online real estate market is crucial to ensure alignment with the client's business model and industry dynamics.

2. Leadership Acumen: The ideal candidate must exhibit strong leadership skills, demonstrating the ability to lead and motivate a high-performing sales team.

3. Innovative Sales Approach: Given the digital nature of the real estate platform, the candidate should bring innovative sales strategies to enhance the company's competitive edge.

Methodology:

1. Market Analysis: Conducted a thorough analysis of the online real estate industry, identifying key players, market trends, and potential competitors for talent acquisition.

2. Stakeholder Consultation: Engaged in discussions with key stakeholders within the client's organization to understand the specific requirements, expectations, and cultural nuances that the ideal candidate should possess.

3. Candidate Profiling: Developed a comprehensive profile outlining the skills, experience, and characteristics required for the Senior Vice President - Sales role. This included detailing the necessary technical skills, leadership qualities, and industry knowledge.

4. Network Mapping: Leveraged industry networks, online platforms, and internal database to identify potential candidates with a successful track record in online real estate sales.

5. Strategic Outreach: Initiated targeted outreach to potential candidates, emphasizing the unique opportunities and challenges presented by the client's position. Highlighted the company's growth story, culture, and commitment to innovation.

6. Assessment and Screening: Implemented a rigorous assessment and screening process to evaluate candidates against the predefined criteria. Including competency-based discussion, psychometric assessments, and reference checks.

7. Client-Candidate Match: Facilitated a seamless introduction between the shortlisted candidates and the client, ensuring alignment on both professional and cultural levels.

Results:

Successful sourcing of a highly qualified “Senior Vice President – Sales” who aligned with the client's goals and values, ultimately contributing to the continued growth and success of the online real estate platform.

Learning:

Throughout the process, maintained an open communication with the candidate and the client, adapted different search strategies as needed, and continuously evaluated the relevance of the candidate pool against evolving industry trends.