### **Case Study: Senior HR Business Partner for Chief Revenue Officer, Marketing, and Commercial Function**

**Scenario:**As the Senior HR Business Partner for the Chief Revenue Officer at Rohlik Group, you will oversee HR functions for the marketing, brand, digital, VP of commercial, and commercial excellence IT tribe teams. Your mission is to support the recent centralization of commercial and marketing functions, drive growth, optimize the assortment, and ensure seamless onboarding for the new VP of Marketing.

**Tasks:**

1. **Strategic Workforce Planning:**
   * **Analyze Current State:** Review the provided data on current staffing levels and workforce distribution for the marketing insight, brand, digital, commercial, and commercial excellence IT tribe teams.
   * **Develop Workforce Plan:** Create a strategic workforce plan that addresses the needs for growth, optimal assortment, and effective market conquest. Include internal talent development, external hiring strategies, and a timeline for implementation.
2. **Retention Strategy:**
   * **Retention Initiatives:** Propose strategies to improve retention, focusing on career development, performance management, and employee recognition. Address the need for a culture transformation towards a more process-oriented and ownership mindset.
3. **Onboarding and Success Setting:**
   * **Onboarding Plan:** Develop a comprehensive onboarding plan for the new VP of Marketing joining in October. Ensure the plan includes key milestones, cultural integration, and support mechanisms to set them up for success.
   * **Integration Strategies:** Outline strategies to ensure smooth communication and collaboration between centralized commercial and marketing functions.

**Deliverables:**

* A paper or google slides summarizing your analysis, plans, and recommendations.
* Any supporting documents, charts, or dashboards used in your analysis.
* Submit your case study materials at least one day before the scheduled review meeting.

**Additional Information Provided:**

1. **Current Staffing Data:**
   * Overview of staffing levels and workforce distribution for key departments.
2. **HR Metrics:**
   * eNPS (Employee Net Promoter Score).
   * Turnover rates.
   * Regretted attrition rates.
   * FTE (Full-Time Equivalent) report.
3. **Cultural Insights:**
   * Summary of recent employee engagement scores and customer feedback.
   * Key feedback from employee surveys related to culture and engagement.
4. **Strategic Objectives:**
   * Marketing - Business growth (number of first time users, growing customer base, frequency in all our cities, biggest focus on Germany and Romania)  
     Commercial - building up the best assortment in all our locations

### **Note:**

If you require additional information or clarity on any aspect of the case study, please feel free to ask questions. Part of the task is to assess your ability to seek necessary information and ensure you have all the details required to make informed strategic decisions.