



# Relations in the Cloud ...

## INTERNATIONAL MARKETING DIRECTOR

### SEARCH CASE:

SOFTWARE – CRM SYSTEM VENDOR

### CLIENT:

An International Market Leader within cloud-based CRM Software. The client has shown continuous and strong growth over the years and is now represented with own organization in many European countries.

### POSITION:

The International Marketing Director will be responsible for optimizing the International Lead generation, ensure execution of the Marketing plan and managing the local marketing team as well as leading the international organization.

### TIME FRAME:

Accept to wait for the right candidate but aimed for a starting date September 1st 2014

### INITIALISATION:

June 2014 - Our customer initiated the case close to the public summer vacation period being aware of the challenges of candidates being on vacation during the process that included engaging personal and public networks incl. LinkedIn and advertising on Stepstone

### PROCESS:

Week1  
Profiling  
Contacted: 1 Candidates  
Telephone Interview with: 1 Candidates

Week 2  
Longlist: 61 Candidates  
Contacted: 10 Candidates  
Telephone Interview with: 4 Candidates

Week 3  
Contacted: 17 Candidates  
Telephone Interview with: 8 Candidates

Week 4  
Contacted: 23 Candidates  
Telephone Interview with: 16 Candidates  
Personal Interviews with: 4 Candidates

Week 5  
Contacted: 23 Candidates  
Telephone Interview with: 17 Candidates  
Personal Interviews with: 11 Candidates

Week 6 – Public Holidays  
Contacted: 23 Candidates  
Telephone Interview with: 17 Candidates  
Personal Interviews with: 14 Candidates  
Ready for 1st presentation 5 Candidates

Week 7 – Public Holidays  
Contacted: 23 Candidates  
Telephone Interview with: 17 Candidates  
Personal Interviews with: 14 Candidates  
Ready for 2nd presentation w. case 3 Candidates

Contract Signed with new International Marketing Director

For further insight and references please contact [Birn + Partners](#)



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