

CASE STUDY | MAY 2025

# Head of Marketing

For a young, fast-growing, healthtech organization

Executive Search

Technology Practice

## 01 Background

The client is India's leading healthtech organization, focused on creating the future of healthcare in India. They are at the intersection of health & technology, building products and solutions that positively impact health. They make world-class software products that help healthcare providers digitize and deliver more efficient and high-quality healthcare to millions of patients.

## 02 What was the exact ask?

The client was looking to bring on board the Head of Marketing who will be digital marketing heavy, specifically in SEO, SEM, B2B, and consumer marketing, and also bring brand-building experience that will constitute 20-30% of their total work portfolio. The candidate would play a pivotal role in driving brand awareness, user acquisition, and engagement while establishing their leadership in the healthtech space.

This role would report to the Co-Founder and be based out of Bangalore.

## 03 The process

We started our discussions with the Head of HR to get a solid idea about the requirement and worked with him to create a detailed company profile and the job description for this mandate. The HR Head circulated the same with the internal leadership team, and upon receiving a go-ahead, shared the final version with us to start off on the process.

We began by setting up a weekly review cadence and a WhatsApp channel with all the key stakeholders in the client organization to ensure everyone was on the same page and moving forward as one team. Secondly, we started identifying a universe of target companies and from them, the 1<sup>st</sup> batch of candidates. The initial set of candidates was from the competitor organizations; the second set of target organizations was the B2C internet organizations that had significantly grown in the last 3 – 8 years, and finally, the third set of organizations were the ones that were now considered as mature B2C internet organizations.

In the first 10 days, we presented a list of 3 candidates who were shortlisted for interviews. These candidates went through 3 video interviews each within a span of 7 working days. From this shortlist, 2 candidates were identified and invited for in-person discussions with the founders and their marketing-focused advisors.

In the meanwhile, over a span of 2 weeks, we presented 4 more profiles of which 2 candidates were shortlisted and went through multiple interviews, and in-person discussions with the founders, key leadership team members and advisors (8-10 interview rounds). From this second batch of candidates, our client identified 2 candidates who fit the bill very well and both the candidates were brought upto the offer stage.

The client decided to pursue the frontrunner and keep the second candidate as the backup. At this stage, we had detailed and multiple discussions with both candidates about their expectations and shared these details with the client before they could initiate offer discussions.

The client's discussions with the 1<sup>st</sup> candidate went off well, but the initial offer made fell short of his expectations.

It was during this time that the interview process for another organization went well, and he also received a counteroffer. Post this new update, we worked closely with the HR Head to ensure that an overall compensation package was offered, which was not only competitive but was a notch above the counteroffer he had. This convinced the candidate to accept the offer and sign off on the formal offer letter.

He had a 2-month notice period and was willing to talk to his current manager to bring a reduction on the notice period and join the client earlier than the 60 days. After successful discussions with his manager, he was able to bring his notice period down to 45 days and committed to come on board earlier than planned.

As a part of the post-offer handholding process, we worked alongside the founder and HR Head and ensured that we did a highly qualitative engagement with the candidate during the entire duration of the notice period. This ensured that the candidate did not find any need to go beyond the offer made and stayed on track to onboard.

The chosen candidate brought 14+ years of total experience in marketing in the consumer tech sector. In his last role with a consumer internet OTT, he led the digital marketing charter and was responsible for both India and a set of non-Indian markets (a cluster of 25 countries). He also successfully managed the digital brand marketing responsibility.

## 04 PeopleAsset's differentiator

- PeopleAsset focused on ensuring that the universe of companies and candidates was mapped exactly according to the client's request.
- We also evaluated candidates deeply and ensured that only the ones who brought the relevant skills to the table were presented. This ensured that the client was satisfied with the quality of candidates coming through.
- PeopleAsset took on the responsibility of engaging with the candidate post the offer was rolled out to prevent dropouts. We also ensured that the client's leadership was just as involved in this process.