## CEO Americas

## Client's Challenge

The client, a global SAP SaaS provider, is one of the world's leading SAP transformation technology companies. Listed on a European stock exchange since 2014, the client provides an industry-based, consultative approach that helps clients envision, build, and run more innovative and efficient businesses. The search challenge was multi-faceted. Although the client dominated its European competition, they lagged in the United States and sought to gain market share. Their mandate included identifying a SaaS-based executive who understood software sales and was adept at building professional services and consulting firms.

With little to no existing talent leadership presence in North America, the client's CEO invited Level 5’s, Thomas Aprill, to meet with him and their executive leadership team for a roundtable consulting discussion and a presentation of Mr. Aprill's search strategy and approach recommendations. The agreement was set to build a campaign around identifying an executive who would take a hands-on approach to developing a go-to-market plan and building and leading a high-impact, entrepreneurial sales team. The role included leading a team of 75 employees with ambitions to grow revenues 5x in the United States through direct sales and alliance relationships with IBM and other leading consulting firms.

The challenge was to identify an executive with both software and professional services experience while also addressing the following challenges/mandates: 1.) cultural compatibility with the CEO, who was considered highly demanding, 2.) European minded towards work output 3.) Proven expertise at building a high-performing team and 4.) clearing a high bar already established for business blueprint building. The field of executives seemed to be plentiful. However, the culture with the client's senior leadership team was exceptionally important.

## Level 5's Solution

Through a consulting-driven approach with the client and finalist, Mr. Aprill and the team built an ideal candidate profile, sourced and screened some of the world's leading technology executives, and facilitated one-on-one interviews with the client's senior leadership team and board. Mr. Aprill worked closely with the selected executive candidates to build a 180-day plan to present to the CEO, offering the CEO the opportunity to assess the candidate's/executive's IQ and IEQ.

## Impact on the Client

Upon hire, the executive immediately improved numerous efficiencies, including labor challenges in the US, staff re-alignment, hiring a larger sales force, and improved relationships with multiple business partnerships. Through this executive placement, revenue grew pursuant to the client's goals, employee satisfaction increased, and partnerships flourished.

### About Level 5 Partners

Level 5 Partners is the Industry's first consulting-driven executive search firm, built on vertical industries and led by experienced operating executives and consultants. Our Industry Vertical Leaders come from the commercial sector and are senior members of the global technology and the business community. These executives are transformational thought leaders who have maintained a pinnacle stature in their respective Industries. They advise based on current and future economic and geopolitical trends that shape tomorrow. Our advisors are career executives, and all of the executives understand what drives your business. We believe our executive placements are tomorrow's Level 5 leaders.

**Contact**

Name: Level 5 Partners

Web: [www.Level5partners.net](http://www.Level5partners.net)

Email: info@level5partners.net