



**LEVEL 5 PARTNERS LLC**  
TALENT RESOURCING & HR CONSULTING

## **Chairman of the Board of Private Equity Backed Company**

### **Client's Challenge**

The client is a market-leading SaaS and on-premise Active Digital Preservation software company owned by a leading private equity firm. The client mandated a visionary leader from a competing firm to build its global brand. The requirement was to identify a Chairman of the Board to assist in developing the client's short- and long-term strategy. The newly hired Chairman would become the guardian of the client's growth strategy, help management develop and grow the business, and ultimately increase shareholder value and investor returns.

The challenge of the search as mandated by the client's private equity owner was identifying a leader that could serve in a dual role. As a Chairman and co-CEO to provide guidance and transfer intellectual knowledge to the client's acting full-time CEO. This was exceptionally challenging because the client insisted on hiring a Chairman that 1.) was currently serving as a C-suite executive at another firm, 2.) could leverage competitive knowledge, and 3.) resided locally near the client.

### **Level 5's Solution**

During the initial planning phase, Thomas Aprill, Level 5's CEO, methodically developed a sourcing strategy to address all of the criteria the client mandated. This included the largest challenge of participation of 25% of candidates' available time, in addition to their other corporate obligations. The search consisted of mapping high-value executives from the digital asset SaaS market, digital media companies, and SaaS executives that had completed at least one successful exit. A shortlist was developed through several calibration rounds and local executive discussions. The executive candidate list consisted of former CEOs of publicly traded technology companies, CEOs who had successfully taken emerging SaaS companies public, and local entrepreneurial executives. Through this endeavor, Level 5 was able to successfully present the executive that met all of the client's mandated requirements.

### **Impact on the Client**

Through this campaign, the client has seen substantial progress in leadership alignment, expense management, and, most importantly, a pricing model that has increased margins and created a subscription-based pricing strategy. Market share continues to grow. The Chairman remains in place with continued praise, strong compliments from the client and the company is exceeding planned expectations.

### **Unplugged: The CEO Post-Engagement Perspective**

"We are delighted with the recommendations from Thomas Aprill for the Chairman's placement. The search criteria were rigorous, and our requirements were above average. Tom not only met the challenge but delivered a candidate that is helping us improve revenues."

## **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.