## Director of Data Analytics & Insights

## Client's Challenge

Level 5 Partners client is an early-stage SaaS company working to shift the traditional norms of conducting data research. Their methodology was based on emotions being the principal driver of peoples' behavior. Our client has transformed emotional input using emojis as the input to measure human emotions at scale. Entering this relationship, Level 5 Partners knew this was a narrow segment of data scientists and an even smaller segment of the population that understood Gen X and Z social buying behavior.

The challenge was to identify a data scientist with excellent analytical and research skills and be able to take raw data and transform this into impactful results for their client. The challenge to this search was compounded by the pre-revenue aspect of the company and only several clients in the beta in evaluation mode.

Recognizing the challenge of identifying this enterprising person, the client consulted with Level 5 Partners to explore options to attract the correct type of candidate. The criteria for a successful placement were extensive, and the challenges included but were not limited to the following. Drawing a candidate during the height of COVID, a non-revenue producing entity, an unproven SaaS platform, a cultural fitment-minded person, geographically close for an occasional meeting, and a compensation component designed for start-ups all led to the design of the executive profile.

## Level 5’s Solution

Once under contract, Level 5 began to develop a compelling executive brief that set the vision and mission of the organization. The research team took it upon themselves to start mapping the market; they prioritized the must-have requirements leading to the mandates. They established the framework of the search, and they set up a schedule for weekly calls.

Level 5 Partners engaged their executive advisor, which provided the introduction and collaboration with the executive team. With every search Level 5 Partners conducts, each client is granted 24/7/365 access to a private portal allowing a visual review of candidates in development.

With the search in motion, Level 5 Partners began to triangulate candidates. Categorizing from Research, Pursuing, Interviewing and Presenting, Advancing, and Rejected. We discussed the strengths and weaknesses weekly and began interviewing after ten days of activating the search.

Of the 500 plus candidates Level 5 Partners sourced, 340 were classified as uninterested. We interviewed more than 83 and short-listed 7 executives that met the client’s criteria.

Of those 7 candidates, 3 were selected for F2F interviews. After 127 days, Level 5 Partners proceeded to offer with acceptance. This search was slightly longer than expected due to international travel the candidate had to complete during COVID to assist an aging family member relocating from Europe.

## Impact on the Client

To date, the client and candidate are both performing exceptionally well. The candidate is delivering significant input to the growth of the organization and client base, and all members of the team are firmly integrated with strong collaboration.

## 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.