




Case Study

A woman with blonde hair tied back, wearing a grey short-sleeved shirt, is smiling and looking down at a teal fabric on a table. She is using a clear plastic ruler to measure the fabric. The background is a bright, slightly blurred workshop or office space with shelves and equipment.

**“The Recruiter was transparent and
supportive throughout the
process.”**

**Robert Fiveash, Co-Founder at
Brand Fuel Inc.**

Key achievements

- Brand Fuel Inc. needed its first-ever CFO to provide strategic financial support and improve internal efficiencies
- CFO Recruit successfully placed a highly experienced Fractional CFO to support the business through a period of growth
- The process demonstrated CFO Recruit's ability to act quickly, offer trusted recommendations, and match candidates to company culture and business goals
- The appointed Fractional CFO is already driving value by improving financial processes and increasing operational efficiency



The Challenge

A growing business needing senior financial expertise

Brand Fuel Inc., a creative agency co-founded by Robert Fiveash and Danny Rosin, had reached a stage where deeper financial insight and strategic guidance were needed.

Having never hired at this level before, Robert was cautious and needed to feel confident in both the process and the person. Following a recommendation from a fellow business owner who had previously worked with CFO Recruit, Robert reached out for support. He was looking for a CFO who could step in quickly, operate flexibly, and make a meaningful impact.

Robert Fiveash, Co-Founder at Brand Fuel Inc. commented: “It was invaluable to have the recommendation from a peer within our industry and to discuss CFO Recruit and the candidate with him. It provided comfort around the service as we have not engaged anyone at this level or in this way before. The Recruiter was transparent and supportive throughout the process.”



The Search

A smooth and transparent approach

CFO Recruit managed the process from start to finish with transparency, speed, and a deep understanding of the client's needs.

This included:

- **Initial Consultation:** CFO Recruit took the time to understand Brand Fuel's challenges, goals, and what Robert needed from a CFO
- **Candidate Recommendation:** Drawing on their network, the recruiter introduced a trusted candidate who had previously delivered success in a similar business
- **Peer Validation:** Robert was able to speak directly with the other business owner to validate the candidate's approach and value
- **Interview and Selection:** A thorough interview process gave Robert confidence in the candidate's abilities and cultural fit
- **Engagement:** The CFO was brought on board in a fractional capacity and immediately began driving efficiencies across the business

An abstract graphic on the left side of the slide features a network of glowing blue nodes connected by thin white lines, set against a dark blue background. The nodes vary in size and brightness, creating a sense of depth and connectivity.

Why CFO Recruit?

Why CFO Recruit?

CFO Recruit stood out for its honest, consultative approach and strong network of trusted, high-quality CFO candidates.

For Robert, the combination of a peer recommendation, transparent communication, and the recruiter's knowledge of the candidate made the process feel low-risk and highly professional.

CFO Recruit's ability to listen, advise, and act quickly meant Brand Fuel was able to secure the right support at exactly the right time.

The recruiter said: "Robert is a pleasure to deal with and it's clear how he has built such a successful business. He is open, honest and very positive. We were able to discuss his needs and expectations from a CFO and provide an honest assessment of how the candidate could support him.

"Having worked with the candidate on another engagement was very helpful. We were very pleased to have been introduced to Robert by another client and really appreciate the opportunity to support him."



**We'll help you find
the perfect candidate**

If you are looking for an exceptional CFO, or another Senior Executive, please talk to us about your requirements.

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