



Case Study



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**Joseph Sommer, CEO of
Whitestone Branding**

Key achievements

- Whitestone Branding urgently required an Interim CFO to lead through a transition period, and a subsequent search for a permanent CFO to join the team.
- CFO Recruit efficiently engaged an Interim CFO and led a successful search campaign for their permanent CFO, demonstrating exceptional recruitment process quality.
- The recruitment activities highlighted CFO Recruit's extensive network, effective communication and adept candidate identification skills.
- Through CFO Recruit's comprehensive recruitment methodology, Whitestone Branding was able to swiftly evaluate candidates, resulting in the appointment of an exceptional Interim CFO and subsequent long term CFO, who were both well-aligned with the company's culture and strategic goals.



The Challenge

Urgent CFO Requirement

Whitestone Branding was experiencing a period of growth through acquisition, and therefore required specialist consultancy, both operationally and strategically, from an experienced CFO.

With the organization's rapid growth and accolades such as being named one of Inc Magazine's best places to work in 2023, it was crucial to find a leader who could not only manage the finance function but also drive necessary changes.

Joseph Sommer, CEO of Whitestone Branding, recognized the need for a skilled interim CFO who could assess and guide the company's financial strategy effectively.

Facing this urgent need, Whitestone Branding enlisted CFO Recruit, specialists in C-level financial appointments, to find an initial interim who could immediately integrate and contribute to the company's continued growth. The success of this collaboration led to a search for the full time, permanent CFO.



The Search

The Recruitment Process

The process followed by CFO Recruit was structured and precise:

- **Initial Consultation:** Close collaboration with Joseph Sommer to deeply understand Whitestone Branding's needs, culture, and immediate goals.
- **Candidate Search:** A detailed search was initiated, leveraging CFO Recruit's extensive network to identify potential candidates.
- **Candidate Evaluation:** A thorough screening process was conducted to assess the compatibility of candidates with Whitestone Branding's criteria, focusing on leadership skills and strategic financial management.
- **Shortlisting:** A curated list of highly qualified candidates for each mandate was presented to Joseph Sommer, highlighting each candidate's strengths and potential fit.
- **Interview and Selection:** Joseph Sommer conducted in-depth interviews with a selection of quality candidates.

The selection process was supported by CFO Recruit's insights and guidance, ensuring a well-informed final decision.

Why CFO Recruit?

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CFO Recruit's commitment to delivering timely and effective recruitment solutions was crucial in addressing Whitestone Branding's urgent need for an interim CFO. Their ability to understand the refined requirements of the role and swift execution of the recruitment process ensured that Whitestone Branding could continue its growth trajectory without disruption.

Joseph Sommer, reflecting on the partnership, emphasized the seamless experience and the high caliber of candidates presented by CFO Recruit, leading to a successful placement that resonated with the company's values and future plans. He remarked, "Working with Christine from CFO Recruit over the last couple of weeks has been 10 out of 10. Amazing communication, terrific candidates and an all round great process. She runs a great business - Chris, you're a star. Thank you for everything."

The recruiter also commented: "Joseph has been a pleasure to work with, he provided clear and concise detail regarding the business and the finance function to enable me to tell a great story to potential candidates. He was responsive and prompt in all communication. He is also a really positive person and has built a fantastic business through his collaborative style. Joseph is a very open and transparent person and this enabled me to really understand how he leads the business and his style so I was able to select candidates that would work well with him and the team."



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.

EMAIL: christine.schneider@cfo-recruit.com

WEB: <https://cfo-recruit.com>