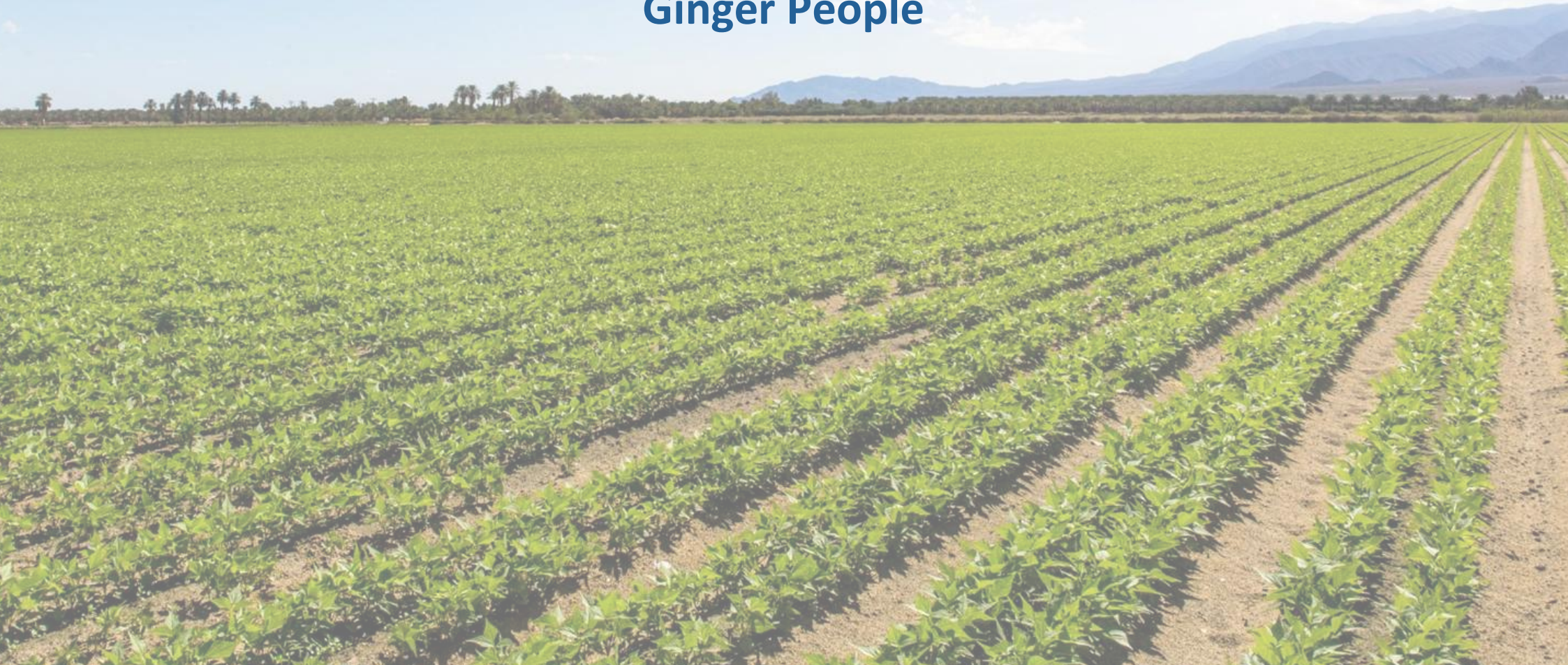




Case Study

“CFO Recruit were extremely responsive and proactive, which was crucial in helping us steer the process and reach a successful conclusion.”

**Andrew Bond, CEO at The
Ginger People**



Key achievements

- The Ginger People needed a senior finance leader to support their continued growth in the U.S. market
- CFO Recruit successfully sourced and placed a highly experienced CFO for the business
- The process required redefining the search criteria midway through after highlighting the need for a more senior candidate
- With expert guidance and close collaboration, CFO Recruit delivered a candidate who is now making a strong early impact

The Challenge



An evolving business with changing leadership needs

The Ginger People, a family-owned company known for its ginger-based products, recognised the need for a new finance leader to support the business through its next phase of growth.

Originally seeking a Director of Finance, CEO Andrew Bond engaged CFO Recruit to conduct a confidential search.

As the process unfolded, it became clear that the company needed a more senior finance leader - someone with CFO-level experience who could bring strategic insight and lead the function through scale. This shift required quick re-alignment, flexibility, and access to high-calibre candidates.

Andrew explained: “We realised midway through the process that we needed someone with broader CFO experience. CFO Recruit helped us navigate this change swiftly and efficiently.”



The Search

The Recruitment Process

Throughout the process, CFO Recruit provided consistent guidance and clear communication, ensuring the search remained aligned with the business's changing needs.

This process included the following steps:

- **Initial Consultation:** CFO Recruit conducted an in-depth briefing with CEO Andrew Bond to understand the company's needs, team dynamics, and future goals
- **Targeted Search:** An initial search identified five high-potential Director-level candidates
- **Strategic Pivot:** When the need for a CFO emerged, CFO Recruit quickly realigned the search to reflect the new requirements
- **Candidate Shortlisting:** From 114 interested professionals, 24 were interviewed and 7 high-quality CFO candidates were shortlisted
- **Final Interviews and Placement:** Five top candidates met with the CEO and the owners. CFO Recruit managed the process closely through to offer and onboarding

Why CFO Recruit?

The background is a dark blue gradient with intricate, glowing light trails and a prominent horizontal blue line that spans the width of the image, creating a futuristic or digital aesthetic.

Why CFO Recruit?

By trusting CFO Recruit, The Ginger People benefitted from a recruitment partner who was not only quick to adjust to changing circumstances, but also brought valuable market knowledge and guidance throughout. The result was a seamless process, a strong hire, and a confident start to the next chapter for their leadership team.

CEO Andrew Bond said: "CFO Recruit were extremely responsive and proactive, which was crucial in helping us steer the process and reach a successful conclusion. They brought valuable market insight that helped us refine our requirements and secure a candidate at the right level. Throughout the process, they kept me well-informed and provided excellent guidance. We're very happy with the result and would recommend their services."

"Our new CFO is now 2 months in and he is in the process of relocating his family. He has jumped into the business and is busy learning the ropes. Whilst it is early days, so far all is good."

Recruiter's Reflection: "It was a pleasure partnering with Andrew and the team at TGP. We developed a strong, professional relationship built on honest and open communication which was critical to a successful outcome. Andrew's responsiveness and thoughtful feedback helped us stay aligned throughout the process. Despite the need to adjust the search early on, we were able to identify strong CFO candidates, and we're thrilled to see their new hire already making a positive impact."



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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