




# Case Study

A young boy with brown hair, wearing a blue and white striped polo shirt, blue shorts, and black sneakers with green accents, is captured mid-air while jumping on a trampoline. He has his arms raised and a focused expression. The background shows the interior of a large trampoline park with metal scaffolding, lights, and other trampolines. A dark semi-transparent box is overlaid on the left side of the image, containing white text.

“The experience could not have gone more smoothly. CFO Recruit guided us clearly through each stage and consistently exceeded our expectations.”

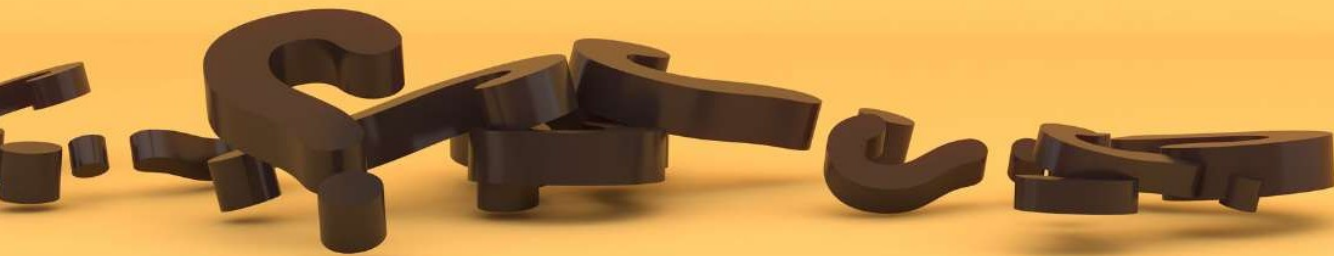
**Alan McEwen,  
Co-Founder at Get Air**

# Key achievements

- Get Air, a leading operator of indoor trampoline parks across the US and Canada, needed to appoint a new Chief Financial Officer to guide the company through its next stage of growth.
- CFO Recruit was engaged to carry out a confidential retained search while maintaining full discretion due to the sensitive nature of the transition.
- The team generated 209 expressions of interest and identified 27 candidates for competency-based interviews.
- After a thorough evaluation and multiple interview rounds, Get Air appointed a highly qualified CFO who has already begun making a strong contribution to the business.



# The Challenge



# A Sensitive Search

As Get Air prepared for its next phase of expansion, the founders and executive team realized the importance of appointing a CFO who could drive financial strategy and support long-term growth. However, this was a particularly sensitive search, as the current CFO had been instrumental in the company's success. Confidentiality was essential to protect both the organization and the individuals involved.

Without prior experience in running an executive-level finance search, Get Air needed a recruitment partner they could trust to handle the process discreetly and effectively. Co-Founder Alan McEwen reflected on this challenge:

“At the start of the process, we weren't sure what to expect, having never gone through a CFO search before.”

CFO Recruit's role was to manage every aspect of the search process with care, precision, and discretion, ensuring the best possible outcome without compromising confidentiality.

# The Search



# The Recruitment Process

CFO Recruit delivered a structured and transparent search process that combined extensive research with clear communication.

This process included the following steps:

- **Initial Consultation** CFO Recruit met with the founders to fully understand the business, its growth goals, and the specific qualities needed in a new CFO.
- **Targeted Search:** A comprehensive search was launched across both local and national markets. CFO Recruit's team used their established finance leadership network and industry knowledge to identify potential candidates who matched the requirements.
- **Outreach:** From 209 expressions of interest, 27 candidates were invited to competency-based interviews. Each candidate was assessed for financial expertise, leadership style, and cultural alignment.
- **Candidate Shortlisting:** After detailed evaluations, a shortlist of 12 candidates was created, six local and six out-of-state. Get Air interviewed six finalists, all of whom demonstrated strong potential.
- **Final Interviews and Placement:** The final decision was challenging due to the high quality of the shortlisted candidates. With CFO Recruit's guidance and insight, the founders selected the candidate who best matched their goals. The chosen CFO has since integrated seamlessly into the team and is already having a positive impact on the business.

# Why CFO Recruit?

The background is a dark blue gradient with intricate, glowing light trails that create a sense of motion and depth. A prominent, bright blue horizontal line with a lens flare effect cuts across the lower half of the image, adding a modern, technological feel.

# Why CFO Recruit?

CFO Recruit's approach centered on transparency, partnership, and professionalism throughout the process. From the beginning, they ensured that communication was open, timelines were clear, and every step of the search was handled with integrity.

Co-Founder Alan McEwen shared his experience: "The experience could not have gone more smoothly. CFO Recruit guided us clearly through each stage and consistently exceeded our expectations. They provided timely feedback, maintained open and honest communication, and made what was a very difficult decision easier.

"Every candidate they presented was of high caliber and could have added significant value to our business. Their thorough vetting process and insight into each candidate's strengths and development areas were particularly impressive. Our new CFO has now joined the business, is integrating seamlessly, and is already making a positive impact. The service provided by CFO Recruit was outstanding, fairly priced, and we would wholeheartedly recommend them to anyone seeking to appoint a new finance leader."

The recruiter reflected: "From the outset, Alan was engaged and collaborative, which was key to achieving a successful outcome. We built a strong partnership based on honesty and open discussion, enabling us to work as true partners. The business itself is compelling and made for an attractive story to share with candidates, all of whom were genuinely excited by the opportunity. One clear front-runner emerged whose experience closely aligned with the role and the business. We are delighted he has joined the company, and both client and candidate are extremely happy with the outcome."



# **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](mailto:christine.schneider@cfo-recruit.com)

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