

Helped a large Indian conglomerate enter Ecommerce by recruiting core team

Business Issue

- One of the Biggest Indian conglomerate wanted to enter lifestyle ecommerce bandwagon afresh (had few offline businesses but wish to build a new, agile, young and fresh team) and take on board best of the best people (active/passive) to support their ambitious billion dollar business plan for India.

Challenges

- Conservative/traditional image of the client
- The salaries on offer were not great, nor do they wanted to buy out anybody.
- Strict constraints in terms of good mix of ecommerce experience, pedigree, age
- Pace of process was slow from client side

Silverpeople solution

- Formed two tier team led by two senior partners
- Agreement to direct engagement with business heads for speed
- Leveraged proprietary industry contacts/mapping to identify potential leads
- Engaged, Shortlisted, Sold the position potential and presented 5-6 most potential people for each role to the client quickly

Result achieved

- Closed all CXO level roles and formed an enviable senior management team
- Build entire -1 level team and provided n excess of 50+ people in a short span of 3 months to support their launch within 5 month