



TRILLIUM

SUCCESS STORY:

Major Technology Solutions Company

Engagement: Strategic Sourcing for Digital Content Solutions Manager

Trillium Helps Technology Solutions Company Source New Digital Content Solutions Manager

Trillium was contacted by a major technology solutions company with numerous verticals. The company's goal was to establish a cohesive global content strategy, including seamless transitions to legacy systems and the selection and implementation of new content management system (CMS) to be managed in-house replacing an outsourced CMS that could not handle global translations. The company needed an experienced, seasoned, manager to own the digital processing for this very diverse environment.

Challenge: *Finding a Digital Content Solutions Manager with Specific Experience and Expertise*

Trillium's client had specific requirements for its new Digital Content Solutions Manager, including:

- Significant experience in digital content development
- Experience in digital content management in a cross-functional matrix business environment
- Deep experience with information architecture, including user and content retrieval and usability
- Experience developing content strategy for Search Engine Optimization (SEO)

Our Client

A Major Technology Solutions Company

The Challenge

Finding a Digital Content Solutions Manager with a track record in global industry, in a cross-functional matrix business environment

How Trillium Solved It

Trillium assessed the client's environment and needs and established a tailored Digital Content Solution Manager selection process. We followed through with the client from the beginning until post-search.

Results

Consolidated in-house SMEs for digital content and website development

Insourcing of content management yielded savings of \$3M in year one

New CMS allowed new global marketing channels, along with numerous markets in additional languages and currencies

Major Technology Solutions Company

Engagement: Strategic Sourcing for Digital Content Solutions Manager



- Strong business management and track record of support and collaboration in a global environment
- Significant experience developing metrics, reporting, and Key Process Indicators (KPI) for content Return on Investment (ROI) measurement

- Selecting the candidate
- Completing the selection process, including reference checks, offer negotiations, and onboarding timeline
- Post-selection 90-day follow-up to ensure a perfect match between candidate and client

Trillium Solution: *A search process that included the client's current environment, assessed its needs, and built a customized search strategy that kept the client in the loop throughout the engagement*

Results: *Digital Content Solutions Manager has brought positive impacts to the company both financially, and in organizing a global online strategy*

The Client engaged Trillium to search for its new Digital Content Solutions Manager, and we used our exclusive process to drive the client throughout the process, including the following:

Trillium's client approached the Digital Content Solutions Manager selection process in a structured manner. The new manager was in place about 90 days after the search process was initiated, and thus far has yielded the following results:

- Beginning with a search assessment, which provided the foundation for the engagement, including reviewing expectations, pain points, timeline, and creating a search roadmap for client review
- Launching the search, including identification of the interview team, establishing candidate requirements and profile, and beginning research on potential candidates
- Setting up a weekly status meeting with the client, as well as a more formal midpoint review, to ensure we are on track with client needs and make any course corrections as needed
- Setting up a talent mapping matrix, and presenting qualified candidates to the client
- Initiating the candidate selection process, including interviews, post-interview assessments, and final interview(s)

- Consolidated subject matter experts (SMEs) in-house for web content and development
- In-sourcing of content management yielded savings of more than \$3M in the first year
- New CMS assisted in increasing marketing channels globally, which included adding markets in numerous additional languages/currencies

The new manager brought an experienced and focused approach that provided a cohesive approach to its digital content.

About Trillium

Trillium Solutions Group, Inc. is a professional services firm headquartered in Chicago that provides technology consulting and strategic sourcing services for industries such as trade associations, financial services, telecommunications, and healthcare. For more information, please visit www.trilliumsg.com.