



TRILLIUM

SUCCESS STORY:

## Major Consumer Products Company

*Engagement: Strategic Sourcing for Chief Marketing Officer*

### Trillium Helps Consumer Products Company Source New Chief Marketing Officer

Trillium was contacted by a major consumer products company trying to change in a challenging environment. Management wished to change the direction of its marketing strategy to offset the aging demographic of its customer base and subsequent market erosion. This caused the client to seek outside assistance in sourcing a new Chief Marketing Officer (CMO) who could work with the Chief Executive Officer (CEO) and the executive team to refine and drive business strategy.

#### **Challenge:** *Finding a Marketing Executive with Specific Experience and Expertise*

Trillium's client had specific requirements for its new CMO, including:

- Experience leading support for eCommerce marketing and merchandising, including best practices
- Experience with Google Analytics and other support programs to measure website statistics
- Experience with online ordering processes
- Experience working with Information Technology (IT) to support eCommerce and web analytics

#### Our Client

***A Major Consumer Products Company***

#### The Challenge

Finding an Executive-level hands-on CMO who had specific experience in eCommerce, multi-channel marketing, and market growth

#### How Trillium Solved It

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

#### Results

Identified a more targeted channel strategy

Developed new product licensing strategies

Reduced the average customer age by 15+ years

Measurably improved top line and bottom line performance

# Major Consumer Products Company

## *Engagement: Strategic Sourcing for Chief Marketing Officer*



- Experience with growing multiple eCommerce marketing channels

**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*

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

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

**Results:** *New CMO has already shown positive impacts to the company, both financially and in new marketing channels*

Trillium's client approached the CMO selection process in a structured manner. The new CMO was in place approximately 90 days after the search process was initiated, and thus far has yielded the following results:

- Identified a more targeted channel strategy
- Optimized SEO to drive additional traffic
- Developed social marketing strategy to increase product feedback
- Leveraged social media
- Increased marketing channels
- Spearheaded new product licensing opportunities
- Reduced the average age of the customer by 15+ years
- Improved top line and bottom line performance in a measurable way

The CMO brought current best practices to the company and, in so doing, brought an aging business into the new millennium.

### 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](http://www.trilliumsg.com).