

Madison Wells helps a global CPG brand build a stronger consumer insights function.

CASE STUDY

A NOTE FROM OUR CLIENT:



"It was a pleasure to work with Beth (Madison Wells). She provided great information on all the candidates she presented. She made sure to understand our critical needs vs. nice to have in a candidate. She was friendly, professional, available to answer questions, and willing to probe further on candidates when I needed more detail. It was clear that she was committed to finding quality candidates that would be a good fit."

Tina
North American Director of Consumer Insights
Lactalis Canada
Toronto, ON, Canada

OVERVIEW:

Madison Wells recruiters work relentlessly to uncover and capture top talent and new opportunities. Across a range of market research, data science, and marketing analytic recruitment assignments, we deploy disciplined recruiting methods with the goal of delivering successful results for our client and candidate partners.



CHALLENGE

Lactalis, a global CPG brand, found themselves at an inflection point where establishing a North American consumer insights function was imperative to their growth. With the goal of advancing their insights capabilities, they set out to build a team of four insights manager leads throughout Canada and North America. However, they encountered difficulties in finding candidates who met their specific industry requirements. Candidates in this role need to possess deep expertise in qualitative and quantitative primary research, extensive experience in the CPG industry and exceptional communication skills in order to ask insightful business questions, providing impactful research insights to the cross-functional teams.

SOLUTION

Lactalis enlisted the expertise of Madison Wells, a specialized recruitment agency focused on the market research industry. Madison Wells initiated a focused recruitment campaign, specifically targeting high-end consultative research suppliers that supported the CPG category, as well as tapping into consumer-facing internal insights talent pools in the North American markets. With a systematic approach, Madison Wells meticulously mapped the market and furnished hiring stakeholders with comprehensive candidate profile data, enabling them to set realistic hiring expectations while staying informed about the available talent pool. As a result, Madison Wells successfully secured a well-rounded combination of talent, including individuals with industry-specific expertise from both the supplier and client sides. These candidates demonstrated a strong commitment to the interview process with Lactalis, effectively positioning Madison Wells as the leader in capturing the market for Lactalis' desired target profiles.

RESULTS

The value-add of Madison Wells partnership was evident immediately:

- Four consumer insight managers hired through Madison Wells on this assignment.
- All hired candidates identified and interviewed by Madison Wells in less than two weeks of the search launch.
 - Three candidates identified in less than one week.
- The average time from search campaign release to formal offer acceptance for all 4 hires was 11 weeks.

Lactalis expressed great satisfaction and appreciation for these results, recognizing the effectiveness of leveraging our expertise in knowing who to target and how to engage and recruit.

CONCLUSION

Lactalis needed to identify four high impact insights manager leads to expand their North American consumer insight's function. "Madison Wells proved to be an invaluable partner throughout the process, demonstrating their expertise in identifying suitable candidates, operating with a sense of urgency, and their unwavering dedication to comprehending the hiring requirements, meticulously mapping the market, all to ensure a successful search outcome."

Madison Wells helps a leading market research supplier in Chicago to identify top talent.

CASE STUDY

A NOTE FROM OUR CLIENT:



"I have worked with Beth on numerous projects to help with difficult-to-fill roles. I'd recommend working with Beth to anyone, employer or candidate. She is exceptionally organized and works tirelessly to find amazing candidates. She listens to all requirements and will search high and low to present truly unique people."

Jenny
HR Manager, Datassential
Chicago, IL

OVERVIEW:

Madison Wells recruiters work relentlessly to uncover and capture best-in-class talent and opportunities. Across a range of market research, data science, and marketing analytic recruitment assignments, we deploy rigorous and disciplined recruiting methods to deliver successful results for our client and candidate partners.



CHALLENGE

Datassential encountered substantial difficulties in pinpointing skilled custom and syndicated research professionals in a fiercely competitive market. Their HR team consisted of just one employee, which led to sourcing obstacles and unqualified applicant causing unproductive recruitment pipelines. As a result, the company faced challenges in targeting and engaging qualified passive candidates with the necessary methodological expertise. Additionally, the firm worked exclusively in the foodservice space, so the hiring managers targeted food industry experience.

SOLUTION

Madison Wells, a recruitment agency specialized in the market research industry, was hired by Datassential for this high-priority search to collaborate closely with the HR Manager as a true partner and serve as an extension of the company to engage talent. By leveraging our well-established market research network of over 20,000 professionals, as well as utilizing our cutting-edge technology stack, we were able to quickly source top, qualified talent, focusing on the passive candidate market that matched the specific hiring requirements needed to fill this search. We also leveraged well-earned industry knowledge and expertise to have nuanced, career conversations with candidates, providing market insight and credible advice to ensure applicants were able to recognize and appreciate the opportunity with this particular market research supplier.

RESULTS

Madison Wells successfully filled several high-impact positions, including two newly created, revenue-generating Senior Manager positions. The confirmed hires possessed very specific industry expertise as well as strong research practitioner skillsets. Datassential moved to an exclusive partnership with Madison Wells as a result.

CONCLUSION

Madison Wells is a specialized recruitment agency dedicated to serving the market research industry, providing a high level of expertise, and understanding to support our clients. When you have a recruitment partner who specializes in your industry and follows through on what they say they will do it means everything. Madison Wells is accountable and committed to the success of our clients.

Madison Wells helps an emerging research firm expand their business throughout the west coast.

CASE STUDY

A NOTE FROM OUR CLIENT:

hypothesis

"We have used multiple search firms in the past – Madison Wells is the best! They took the time to understand how our business worked, what type of talent and experience we were looking for and would bring us top tier talent every time. Beth is a true partner that would go above and beyond to ensure we were confident in the talent she was bringing us. She is also highly organized. She makes the entire process easy and seamless. Highly recommend working with Beth - I'd work with her again in a heartbeat!"

Samantha
HR Director, Hypothesis
Los Angeles, California

OVERVIEW:

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CHALLENGE

A fast-growing market research firm in California was facing significant recruitment challenges as it expanded its business. The firm required a dedicated recruitment partner that could supplement the efforts of its internal HR Director in sourcing top talent, ranging from senior executives to analysts, all with specific market research industry expertise and cultural fit. The hiring teams had high standards, and their referral pipeline had dried up. Madison Wells was brought on as a specialized recruitment partner to help overcome these challenges.

SOLUTION

Madison Wells began to network daily on behalf of this firm, developing a consistent pipeline of qualified candidates representing both short and long-term hiring needs. The client portfolio was demanding, the needs ever-changing, and the competition at manager and director levels in this market was fierce. The team at Madison Wells leveraged their industry knowledge to help shape credibly the company story; highlighting culture, benefits, outlining promotable short and long term opportunities for new hires. Madison Wells' experienced recruiters were able to target and engage candidates by having meaningful career conversations, recognizing trends in the industry on both corporate and supplier sides, and being able to showcase the risk, reward considerations for pursuing this type of firm.

RESULTS

Madison Wells excelled in filling a total of 20 high-impact positions, including a newly established VP of Growth Strategy position, as well as several critical mid-to-senior level roles.

- Notably, all the candidates placed by Madison Wells exhibited exceptional job satisfaction, with a remarkable 100% retention rate after three months.
- This outstanding level of employee retention continued to increase with an impressive 95% retention rate maintained after 12 months.
- These remarkable retention rates are a testament to the diligent efforts of the Madison Wells team in identifying and securing candidates who were not only an excellent fit for their respective roles but also found long-term fulfillment within their positions.

CONCLUSION

Madison Wells has partnered with this research supplier for over six years, we have a dedicated talent pipeline for this organization, filling high-impact roles and ensuring strong retention rates is what drives our reputation score and inspires the confidence of our clients to keep coming back to us as their recruitment partner of choice. We live and breathe their industry, we have the expertise and a personalized approach that affords each of our clients an opportunity to identify and hire impact talent.

Madison Wells helps a Seattle based polling firm identify quality insight candidates.

CASE STUDY

A NOTE FROM OUR CLIENT:



"Our biggest challenge was not only locating quality candidates with hard skills, but finding a recruitment partner that would be dedicated to our unique needs, most do not have the recruitment depth. Madison Wells delivered...the communication about and with candidates, follow up, support in the interview journey, in-depth conversations to understand the needs of our company, such a helpful sounding board. Alex is wonderful; he excelled at seeking to understand who we are and what our company really needed in each position, providing candid feedback on a realistic time frame and candidate pool, and guidance on how we could better align our process and job description to what we were ultimately seeking – we secured excellent hires with Madison Wells' support."

Michelle
President of DHM
Seattle, Washington

OVERVIEW:

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CHALLENGE

DHM, a reputable, boutique polling insights firm, needed to secure 2 critical Director-level hires to support their growth and serve their clients at a high level. The challenge was that they needed hires to be based in Seattle to credibly serve the client portfolio, but the talent pool was more weighted for this type of research on the east coast. DHM wanted to leverage Madison Wells network and expertise to target, engage, and hire best-suited candidates and bridge this geographical talent pool gap.

SOLUTION

Madison Wells worked with the hiring stakeholders to:

- Understand the importance of polling insights vs. research insights experience, drawing a distinction between qualified polling insights profiles vs. research insights executives that wanted to get into this type of work.

Madison Wells also worked with the hiring team to:

- Create an opportunity deck story telling the company as well as the unique opportunity. As a result, Madison Wells cornered the West Coast and D.C. markets as the most likely talent pools with either the coveted polling insights experience and/or with geographic ties back to the Seattle market.

RESULTS

As a result, we not only secured the 2 coveted hires, but we provided various deliverables such as:

- A talent map covering the country of targeted, interviewed candidates to provide market intelligence to inform the hiring team.
- Identified one director based in Portland, OR willing to relocate to Seattle that absolutely loved this type of polling insight work and had portable expertise working in state government.
- Secured a qualified polling insights candidate based in L.A. with ties to Seattle, she had a project management and client service skill set that aligned perfectly with DHM's short- and long-term needs.

Madison Wells helps a global spirit brand secure a high level executive for their NYC office.

CASE STUDY

A NOTE FROM OUR CLIENT:



RÉMY COINTREAU

Terroir, people and time

"Not only a great network of people, but really worked to understand what type of person would fit best. Also, the follow-up conversations on strengths and weaknesses of the candidates was very insightful!"

Craig
SVP of Marketing, Remy Cointreau
New York City, NY

OVERVIEW:

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CHALLENGE

Remy Cointreau, a global spirit brand renowned for its unique and high-quality products, recognized the importance of gaining a stronger foothold in the competitive U.S. market. In order to achieve this, they needed to dive deeper into consumer insights and understand the evolving preferences and demands of American consumers. In an effort to strengthen their presence and drive strategic decision-making, the brand sought to secure a consumer insights thought leader who would be based in their vibrant New York City office.

SOLUTION

Madison Wells scheduled a campaign-kickoff call to better understand the perspective of the hiring authority, the SVP of Marketing. The marketing team aimed to secure a candidate who had direct experience in the spirits category.

- We mapped the market and engaged candidates that were either currently working in spirits or had previous experience working in the spirits industry.
- Interviews were conducted, revealing an insightful trend - candidates based in NYC or willing to relocate, and currently working in spirits, expressed a desire to diversify outside of the industry.
- However, there existed a subset of qualified talent with prior spirits experience who wanted to reenter the category. We targeted those specific profiles aggressively and secured 3 compelling finalists.

RESULTS

This was a retained search; we documented an exhaustive candidate list mapping the spirits category across the U.S. market and provided to Craig and the hiring team, so they were informed on the talent pool.

- 3 finalists were selected within 3 weeks of rigorous recruitment efforts.
- All 3 finalists offered something different - all had previous spirits industry experience as well as b2c insights experience in retail, CPG and beauty.
- The ultimate hire had built a consumer insights function in Australia for a major consumer brand, as well as having previous b2c insights experience in the spirits category.

Ultimately, we not only secured an impact hire, but we provided invaluable insight to the Remy Cointreau hiring team to inform the hiring stakeholders on candidate trends, motivating factors, and position them to secure with confidence a best-in-class hire.