



Summary:

A major entertainment and media corporation needed a partner to staff their new expansion division within a ninety-day period. CDI conducted concurrent searches throughout the U.S. and successfully placed over 100 sales, sales management, and human resource professionals with the client, achieving total market coverage ahead of the projected schedule.

Client

A major entertainment and media corporation partnered with CDI to staff their expansion division. The client has businesses in retail, services, media & advertising, and the web. The new division was planned as an interactive local advertising resource, providing the consumer with the most up-to-date information on local business, restaurants, travel, retail and professional services. The client had a significant staffing requirement and a critical time period in which to accomplish all hiring for the new division.

Situation

Based on the scale and scope of their hiring need, the client quickly determined that CDI was the only partner with the ability to deliver within the time allocated. The expansion division was required to be functional within a ninety-day period with sales, sales management and human resource staff in place throughout the United States.

CDI Solution

Due to the start up nature of the new organization, CDI engaged the client in analysis of job descriptions, compensation programs, training programs, and an efficient interviewing and hiring process. The tight timeline required precision and complete adherence to a rigorous interview schedule, created in conjunction with a designated hiring team. The schedule was managed centrally through CDI resources, including candidate and hiring manager travel. The CDI fulfillment team immediately pulled together a slate of highly qualified sales, sales management, and human resource candidates for each target city within the United States. Candidates were screened consistently and slated into interview slots to achieve a reduced cycle time for hiring.

Result

In less than 90 days, CDI conducted concurrent searches throughout the United States and successfully placed over 100 sales, sales management, and human resource professionals with the client. The client achieved total market coverage ahead of the projected schedule. Today, the expansion division is the top provider of in-depth restaurant information on the web and the leading local directory in the market today.