

LONGHOUSE FINDS A GLOBAL TECH LEADER AS THE CEO FOR INDIA'S LEADING STOCK BROKING COMPANY



About the client

Founded in 1996, and now rebranded, our client is one of the leading and most-respected retail broking firms in India. Ranking 3rd among the top 20 share brokers in India, it is a financial services company with a presence in 1800+ locations countrywide.

Recently, the firm's focus shifted from median investors to technology-savvy millennials and first-time investors, who are from tier 2 and 3 cities, as they form a lion's share of their client base. To all its share traders, our client provides accurate and widespread data with an all-digital approach, extensively utilizing Artificial Intelligence and Machine Learning.

In its attempt to digitise all its processes, the traditional stockbroking company went through a significant transformation to become a fintech firm. It recently launched a curated ecosystem of avant-garde rule-based solutions.

In its continued effort to enhance client engagement and experience through tech innovation, the company wanted someone with a strong business P&L and operations management background along with extensive experience as a technical leader for the CEO position. In addition to running a high growth, listed business, the role involved:

- Adding significant value to the brokerage firm's digital assets and transform the business into a data-driven, new-age fintech organisation
- Determining the overall technology strategy for the firm
- Identifying the innovation potential of new technologies to offer future-ready products and services
- Harnessing technology to exponentially grow customer acquisition, activation, retention and revenue across existing and future product lines

Talent mapping and search

We started our search across the globe with a focus on seasoned executives with experience in digital native, tech-based business operations.

We then identified the relevant sectors where technology has been highly flourishing in the recent past to spot leadership candidates.

We narrowed the search down to the top 10 global companies across tech, fintech and e-commerce.

We shortlisted companies whose market in India is relatively large.

We spotted Indian leadership talent that was working in those companies in global roles.

We traced their responsibilities to understand their functions better.

We went beyond known regional borders to find the most suitable executive leader for our client.

We made an impact for success

We screened profiles across India, Singapore and the U.S. We processed 120 profiles matching our client's requirements, out of which the top 11 candidates with the most befitting background were evaluated by the client.

The search progressed swiftly and within 2 months Narayan Gangadhar was selected to be the CEO of our client. Narayan is a Silicon Valley veteran and holds more than 20 years of experience in technology businesses at multinational firms such as Amazon, Google, Microsoft and Uber. Prior to joining Angel Broking, he was the Group CTO at Ola. Earlier at Google between 2010 - 2015, Gangadhar led product and engineering teams to launch the first set of Google's cloud infrastructure services.

120
Executives

11
Candidates

Why LONGHOUSE

Since inception in 2008, LONGHOUSE Consulting has partnered with companies who think "digital" and have hired key talent for these organisations to help them become "future - ready". Through our strategic executive search, we guide organisations in finding the best leadership talent at any given stage of their growth journey.

Our cross-border search strategy that is role-specific

At LONGHOUSE, we customise our leadership search and assessment based on the talent requirements of the company, its sector, its growth stage, and its funding status. In this case, our client was looking for someone with an executive presence and expertise in tech-based production and delivery. We leveraged a role-specific hiring strategy and tapped into our global leadership talent pool to find the best executive for a niche role.

Over the years, we have created a niche market in tech-based executive search with our unparalleled expertise in leadership talent advisory for organisations that think and run digital.