

LONGHOUSE FINDS A GLOBAL LEADER AS THE HEAD OF STRATEGY FOR ASIA'S LEADING E-COMMERCE COMPANY



About the client

Founded in 2007 as a virtual bookstore in India, our client now ranks among the top 5 global e-commerce companies. With their Initial Public Offering (IPO) around the corner, our client wanted to adopt a two-pronged strategy to drive business growth and address the stiff global competition in the market. This resulted in the need for a strategic leadership position to steer their business into new avenues of growth.

Why LONGHOUSE

Since its inception in 2008, LONGHOUSE Consulting has contributed to the growth of India's digital economy by enabling organisations to become future-ready. Through our strategic executive search, we help organisations find the best leadership talent at any given stage of their growth journey.

Over the years, we have created a niche market in the start-up ecosystem with our unparalleled expertise in executive search and talent advisory for organisations that think digital.

In several previous engagements with the client, we have consistently helped them hire leadership talent across both tech and non-tech functions at the highest level. Post these success stories, our IPO-bound client wanted us to identify the best leadership talent for the position of Head of Strategy.

Talent mapping and search

The role called for someone with an evolved business acumen and deep experience in planning corporate strategy for making businesses future proof. Our client needed an established leader who could:

- ▶ Head the corporate strategy and report to the CEO

Interact with the board members

Collaborate with business heads/leaders to further strengthen their vision and Objectives and Key Results (OKR) planning

- ▶ We started our search with a focus on candidates with global exposure and core experience in planning and strategy.

We identified the relevant industries to spot potential leadership candidates.

We narrowed down to the top 10 global companies in business consulting.

We spotted Indian talent working in those companies, in global roles.

We then studied their key responsibilities in the companies they were associated with.

We made an impact for success

We mapped close to 150 executives who met our search criteria. We further narrowed down the list by identifying candidates who fit the role functionally, culturally, and behaviourally. This was made possible by our tailor-made leadership assessments that were specifically designed to meet the unique needs of our client.

Out of the 12 shortlisted profiles that we presented to the client, they hired Dinkar Ayilavarapu as their Vice President of Corporate Strategy. Ayilavarapu has previously held the position of Business Partner at Bain & Company across their India, New York, and South Africa offices. He has also worked at Accenture and ITC Ltd.

150
Executives

12
Shortlisted profiles

Search strategy that's specific to the leadership role

At LONGHOUSE, we enable organisations to become future-ready by finding them dynamic, growth-driven leaders. Our comprehensive strategic methodology spots leaders who can scale up an organisation to the next level. It takes into account the sector of the company, its current business stage, growth potential, leadership gap, and financial (funding) status. We customise our leadership search and assessment plan in order to meet the unique demands and requirements of the position. Our role-specific hiring strategy, bolstered by our global leadership talent pool, helped us find the best executive for our client.