

LONGHOUSE FINDS A SUPPLY CHAIN LEADER FOR ASIA'S LEADING E-COMMERCE COMPANY WITH ITS CROSS-BORDER SEARCH



About the client

Our client, founded in 2007, is currently one of India's leading digital commerce entities. The firm ranks among the top 5 global e-commerce companies.

The company has successfully brought together over 150 million shoppers and 100 000 sellers and is looking to go for an IPO later in 2021 or early 2022.

Talent and value analysis

Being a large e-commerce player, supply chain was one of the core functions for our client. Additionally, they had acquired two very well-known Indian e-commerce start-ups in 2014. These acquisitions contributed to growth as well as complexity both in scope and scale. Managing millions of group consumers required an exceptional supply chain.

The business priority of the company is to address consumers' interests through a secure and seamless supply chain while ensuring efficiency and data safety. The company required a leader with deep domain expertise, an executive presence, and leadership gravitas to take charge as the Head of Supply Chain. our client needed an established leader who could:

- ▶ Head all aspects of a large and complex supply chain function and report to the CEO.
- ▶ Lead senior team members and build a high-performance team across the supply chain ecosystem.
- ▶ Align Board members on key functional decisions including large project, infrastructure and capex discussions.
- ▶ Lead technology innovations and implementations for higher productivity and efficiency.

Why LONGHOUSE

LONGHOUSE Consulting, since 2008, has been building a leadership talent ecosystem for the growing digital economy of India. Through our strategic executive search, we help our clients, at any given stage of their growth journey, find the best leaders who can make them future-ready.

Over the years, we have been able to establish a niche in the start-up ecosystem. In our previous engagement with our client, we had designed a strategic methodology to successfully place two senior executives for its supply chain function.

Post these success stories, our client wanted us to identify the best talent for the SVP, Head of Supply Chain position.

Talent mapping and search

We started our search with a focus on candidates with a history of managing large scale, complex supply chain operations across the globe.

We identified the relevant industries to spot potential leadership candidates. This included top 10 global FMCG companies, e-commerce, consumer durables and hardware companies. We also mapped candidates with supply chain consulting experience.

We prioritised companies where India contributed significantly to their global revenues.

We spotted Indian talent in global supply chain leadership roles within these companies.

We traced global organisation structures to understand individual roles and contributions better.

Our pursuit to find the best supply chain leader made us go beyond geographical borders. Our pursuit to find the best supply chain leader made us go beyond geographical borders.

We made an impact for success

Besides India, we screened profiles from across countries such as Singapore, USA, Netherlands, South Africa, Nigeria, UAE, and UK. We processed 60 profiles, out of which the top 10 candidates with background fit were evaluated by the client.

Our client selected its best match, Hemant Badri as the Senior Vice President and Head for its supply chain operations.

Hemant has strong experience in the FMCG industry. He has worn multiple hats at Unilever's headquarters in the Netherlands - as the Global Vice President of Planning, Analytics and Customer Experience; as the Vice President of Planning for the European Operations; and as a member of the Global Supply Chain Leadership Team.

Going beyond boundaries to find talent

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