



IBI GROUP

8

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

20

CANDIDATES
PRESENTED

15

CANDIDATES
INTERVIEWED

144

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Prior to its merger with Arcadis, IBI Group was a publicly-listed architecture, engineering, planning, and technology firm. At the time, our client was looking for a **Director, Growth & Product Marketing** to join their innovation lab and lead multiple digital marketing projects for a new suite of products.

THE HIRE

The chosen candidate had over 8 years of growth marketing and B2B SaaS startup experience. They had led growth marketing initiatives for various B2B tech startups helping them generate revenue by managing complex full-scale marketing strategies and execution. In their previous role, they built a marketing team from scratch to 14 and managed a paid media budget of \$15 million per year as well as led all growth marketing initiatives.