



ADVANTEGRITY, LLC

The **INTEGRITY** of Our People

The **ADVANTAGE** of Our Firm

RECENT SUCCESS: FINANCIAL SERVICES INDUSTRY VICE PRESIDENT OF PRODUCT MANAGEMENT

THE SITUATION:

A major financial holding company, headquartered in Northeast Ohio with an extensive distribution network in the Midwest, was preparing to expand their product management department by hiring a new Vice President of Product Management. This individual would be responsible for developing the product strategy and achieving the revenue and growth/retention goals. In addition, the Vice President of Product Management would conduct ongoing financial and performance analyses for products/portfolios relative to the market and industry.

THE SOLUTION:

Utilizing the Advantegrity 100™ process, we focused on individuals with product management experience from the banking, insurance, financial services and telecommunications industries. Due to the client's preference for local candidates, the staff of Advantegrity, LLC initially targeted the search within the states of Ohio, Pennsylvania, Indiana and Michigan. We continued to contact candidates across the country as well.

THE RESULT:

Although most executive searches require three to four months to complete, this assignment was completed as quickly as possible, without compromising our mutual desire to conclude this project thoroughly and professionally. Our professional standards require us to act in the best interest of both firms. The selected candidate was already living in Northeast Ohio and was working in a product management role for another financial institution. Since the candidate's professional background was almost identical to his new position, transition time was minimal.

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