

Veteran Hired to Fuel Growth

Challenge

At its five-year mark, Equipois Inc. was at a crossroads.

The manufacturer of cutting-edge mechanical arm technology wasn't exactly a startup anymore. Having reached a critical stage in the company's nascent development, CEO Eric Golden and Equipois's board of directors realized they needed a vice-president of sales to fuel critical revenue growth.

Aware of the crucial need to get it right the first time, the New Hampshire-based firm retained David Perry and Perry-Martel International to lead the search.

Strategy

After meeting with Golden, David attacked the search by creating detailed specifications for the proposed position and a list of goals to be achieved months (and even years) after the hire. That kind of attention to detail – and appreciation for the long-term value of the search – didn't go unnoticed. "He made me feel like I was the only search he was conducting," said Golden. "He really approached it with an intensity that I think contributed to it being really successful."

This aforementioned list of achievements was paired with a detailed questionnaire specifically created for the position, while at the same time a list of candidate companies was devised. Then David really went to work. "One way or the other, he reached into nearly all of them to find out who would be a good candidate for us," said Golden, adding that David then helped guide an intensive meeting and interview process between selected candidates and the company.

AT A GLANCE

Client: Equipois Inc.

Scope: United States

1st Interview: 17Days

Time to Offer: 52 days

Interviews: 4

Detailed Q&A Available

<http://www.perrymartel.com/executive-search-case-studies/>



"David Perry brings to the assignment an intensity that rarely comes across in recruiting, or frankly anywhere else. He took an extreme personal interest in the success of the search."

- Eric Golden
CEO
Equipos Inc.

Case Study

Position: Vice President, Sales
Industry: Manufacturing Startup



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"He spent a huge amount of time talking to candidates," said Golden, adding that David's appreciation for the long-term success of the hire was tantamount – along with his uncanny ability to connect personally with candidates. "He really proved himself familiar with (the top candidates). David just dug deeper than anybody I've come across in that role."

Results

Equipos eventually hired Jeff Disbrow, the former VP of sales and marketing for Moxa Americas Inc. and industry veteran with more than 15 years of experience in sales, management, marketing and strategic business development. The firm would go on to make a [successful exit](#) courtesy of bionic suit maker Ekso Bionics, in December 2015.

"When it comes to a high-stakes hire, I don't think you can do any better," said Golden. "I think he is one of, if not the best talented recruiters I've come across. If there's a lot on the line, I think David Perry is the man."



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