



CASE STUDY

Large PE-Owned CPG **Attracts Top Innovation Talent** with Innovative Thought



“Growth was the key to our strategy so we wanted to target the elite performers in the industry — leaders that have successfully launched new brands before.”

— KEY LEADER

THE CHALLENGE

A fast-growing pet food company under private equity ownership had already invested in building a strong innovation process. To accelerate growth, they needed to attract top innovation leaders capable of driving new product breakthroughs.

However, the challenge was clear: traditional recruiting firms couldn't guarantee top talent with innovation-specific expertise. Without the right talent, our client risked falling short of its ambitious innovation goals.

THE SOLUTION

Instead of using a recruiting firm, we partnered with the client and a marketing agency to leverage networks and referrals to pinpoint candidates already excelling in innovation at other consumer packaged goods companies. We reached out with a compelling narrative to garner interest from the candidates. However, because all these candidates were at the top of their game, we needed a different kind of selection process. We then used a bespoke innovation leadership model that we co-created with the client to drive the selection process.

The selection process included:

- ✓ **Online assessments**, including our proprietary Innovation Leadership Assessment.
- ✓ **Behavioral interviews** conducted by client innovation team members.
- ✓ **Situational judgment tests**, where candidates worked through real innovation challenges in the pet food space and made presentations to client leadership.
- ✓ **Candidate scorecards** that were created to facilitate the selection process.

This end-to-end process allowed the client to both attract and rigorously evaluate top talent.



THE RESULTS

The Hunt for Talent delivered measurable and lasting outcomes:

Five “innovation stars” hired into key roles.



BENEFIT

These leaders brought immediate expertise and long-term capacity to fuel growth.

A recruitment process that became a competitive differentiator.



BENEFIT

The client gained credibility by directly identifying and attracting innovators rather than relying on generic recruiters.

A repeatable innovation talent framework was established.



BENEFIT

Our client could continue building its innovation leadership pipeline with confidence.



“We were surprised by the quality of the candidates. Every leader we brought in to interview was a star.”

— CLIENT TEAM

CONCLUSION

With its innovation process and leadership pipeline in place, our client was well-positioned to continue launching market-leading pet food products. Their success story highlights the value of aligning talent, process, and innovation goals into one cohesive strategy.

