

Case Study

How Sacheu Hired Its **First CFO in Eight Weeks**



Chief Financial Officer Placement | 2025

About SACHEU



Built around its patent-pending STAY-N™ technology, SACHEU Beauty had grown roughly 12x in two years, reaching the mid-\$80 million revenue range without a CFO.

Based in Studio City, California, the cosmetics brand sells across Amazon, Shopify, TikTok Shop, Ulta, Target, and Boots UK and has grown to around 35 employees across Los Angeles and Montreal. Following an investment from Peterson Partners, SACHEU was preparing its finance function for a more institutional stage of growth.

The initial brief pointed toward a VP of Finance. The work ahead called for a CFO.



The challenge



Sacheu was preparing for its first external audit, with a potential transaction on the horizon.

Until then, the CEO had run finance alongside a Controller, and some offshore support. The role required a strategic CFO who had held that seat before, not someone stepping into the number one role for the first time, hands on enough to work inside a lean, founder-run team, and credible enough to sit across from the investors and lead a sale event.

There were several non-negotiables:

- Los Angeles-based, able to work from SACHEU's Studio City office two days a week
- Deep NetSuite knowledge
- Omnichannel beauty experience
- M&A experience
- Comfortable operating in a lean, founder-led business

The ideal profile combined experience in banking or private equity, a major beauty business, and an earlier-stage growth company, ideally with prior transaction experience.



How we work



SACHEU hadn't run a formal CFO search before engaging Ember, so Daniel and Theo started by defining the market they needed to cover.

They mapped every US beauty and cosmetics brand that had been through a transaction in the previous eight years, then identified the CFOs and VPs of Finance who had worked within them. Ember already had strong relationships across much of that talent pool before the search opened.

Ember used the search to calibrate compensation. Profiles ranged from VP Finance level to experienced, multiple-time CFOs, backed by live market compensation data. SACHEU could see how experience levels changed at different price points and where its original budget sat against the brief.

Ember also reworked the equity structure. With a potential transaction on a relatively short timeline, SACHEU was hesitant to grant meaningful equity that could vest before an exit. A transaction-linked bonus gave the company another way to compete for CFO-level talent without relying on a flat equity percentage.

The process then had to work across two decision-makers. SACHEU CEO, Quinn Roukema, followed by lead Investors Peterson Partners. Daniel and Theo managed the search across both groups, assessing candidates for the operating fit SACHEU needed and the experience required to earn its PE sponsor's confidence.

The search in numbers



112	_____	Candidates mapped and approached
82	_____	Candidates engaged in conversations
41	_____	Ember screens conducted
9	_____	Candidates shortlisted for interview
6 days	_____	From start to first introduction
August 4, 2025	_____	Search kickoff
September 29, 2025	_____	Offer accepted
56 days	_____	From kickoff to accepted offer

The result



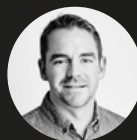
SACHEU hired Connie Kim as its first CFO.

Connie brought experience across consulting, technology, M&A, and high-growth beauty. Her background includes McKinsey and Google, followed by a leadership role in Unilever's venture and beauty M&A arm. She later served as COO/CFO at Rheaply, and most recently as CFO at fast-growing skincare brand Topicals.

What began closer to a VP Finance brief ultimately became a genuine CFO hire after SACHEU saw the difference in experience, capability, and market compensation firsthand.

The combination of live market data and a different approach to the transaction-related component of compensation helped SACHEU land the level of candidate the business required while maintaining budget discipline.

The relationship has continued beyond the placement. Peterson Partners has since referred Ember to other portfolio companies and provided a reference for Ember's own business development.



Quinn Roukema
CEO, SACHEU

"We had a great experience working with Ember. They really understood our industry and what we needed in a CFO. The process moved quickly thanks to their network, and we're thrilled with the person we ultimately hired."

What founders can learn from their first CFO search



Making your first CFO hire often means defining a role level you haven't hired before. You may know what the business needs that person to own, but not how that translates into title, experience, or compensation.

For SACHEU, transaction experience, sector knowledge, and the ability to work with a PE sponsor narrowed the available talent pool. Ember's existing beauty and CPG finance network, combined with live candidate and compensation data, gave the company a clear view of what CFO-level experience looked like and what it cost.

That allowed SACHEU to calibrate the brief and compensation around the work its first CFO actually needed to do, while maintaining budget discipline.



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Making your first serious Finance hire?

Ember Search. 25 years combined experience. 300+ searches completed. \$4B+ raised by placed candidates.

One discipline. No handoffs. Daniel and Theo, on every search, until it's done.

If you're making your first serious finance hire, this is who you call.



Daniel Himple
Co-Founder, Ember Search

in Dan Himple

✉ daniel@embersearch.com



Theo Karen
Co-Founder, Ember Search

in Theo Karen

✉ theo@embersearch.com

embersearch.com