

Helping place a new
VP of Marketing for
Firetrace

1 ROLE, 10
CANDIDATES,
1 LONG-TERM
PARTNERSHIP

THE COMPANY

Based in Arizona, Firetrace Fire Suppression Systems are experts at keeping businesses, people, and equipment safe by automatically detecting and suppressing fires in high-risk equipment.

Under the wider umbrella of Halma Plc, a group of life-saving companies, Firetrace have c.100 employees, and are dedicated to being a safe, equitable employer.



100
employees



6
products



1
VP of Marketing
required

HOW THE RELATIONSHIP STARTED

Firetrace are part of Halma Plc who have worked regularly with Solutions Driven for a few years. One of the SD team reached out to Rob Barcik, President of Firetrace to offer assistance with any open roles they had.

Rob contacted the team at Ocean Insight, a regular Solutions Driven user, to do a quick background check (understandable) on our results and was happy with what he'd heard.

We arranged a quick call with their team and kicked off the process from there.

THE ROLE

Firetrace were looking for a new VP of Marketing. Their previous Marketing VP had been demand-gen focused and they were looking to take the role in a more strategic direction.

By the time SD got involved, the previous employee had left and the role was vacant. Filling the role was time-sensitive.

THE CHALLENGE

Because the Firetrace team were taking a change in direction for the marketing role, they had to realign what they wanted from the ideal candidate.

Despite having an outline of what they needed, the team couldn't come together to agree what their perfect new Marketing VP would look like, a common problem among teams changing things up from employee to employee.

THE PROCESS



“One of the differentiators about Solutions Driven is they really help you scope out the role, but not just the functional requirements. They really do a great job of helping develop the personal profile of the individual you’re looking for.”



Rob Barcik,
President

The Solutions Driven team sat down with Rob and others from Firetrace and held a scoping call to lay down the process and requirements. Using our Scorecarding process, we put down on paper the exact skills and qualities required.

While the team had been having some difficulties marshalling their requirements, setting it out in a structured manner helped them align them.

The teams then agreed on timescales and kicked off the process. Using the 6S Process of Scoping, Scorecarding, Sourcing, Selecting, Securing, and Satisfying, our dedicated recruiters found the right person for the role, first time.

THE OUTCOME

Within the agreed timeframes, Firetrace had a new employee who fit every one of their criteria.

“Solutions Driven did a phenomenal job and they really over-delivered on what we were looking for at the initial candidate pool that we started with. And from the process that’s used, it gave us eight or 10 viable candidates really at the first time that candidates were presented.”

The new VP of Marketing at Firetrace is settling in well and the Firetrace team have engaged Solutions Driven in another key recruiting process.



“The proof is that we’ve already turned around and started our second recruitment using Solutions Driven.”



Rob Barcik,
President



1

Role



10

Candidates



1

Long-term partnership

Want to find out more
about how we can
grow your business?

We can help!

Book a free consultation 