

CASE Study CMO SEARCH

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Background: SER Group

The SER Group are developers of enterprise content management software intended to support medium-sized companies, corporations, administrations and organizations.

The company provides a platform for the management of contact centres supporting business activities such as planned and proactive customer care, telemarketing, collections, fundraising, emergency notifications and political calling, enabling clients to get complex problems solved in less time. In 2019, the global Private Equity investment house, The Carlyle Group, acquired SER Group by LBO.



INTRODUCTION

A DATA-LED APPROACH CMO SEARCH

John Bates, CEO of SER Group, approached DRAX to employ a highly skilled Chief Marketing Officer into the business who could contribute to the company's transformation while being financially astute.

Ruby Sheera and Patrick Jones from the DRAX team collaborated with Janine Trinkaus, SER's Chief People Officer and John Bates. John has a longstanding relationship with DRAX and appreciates our structured approach, effective communication, and appreciation for direct feedback. Speaking on his previous experience with DRAX, John stated our extensive network and friendly demeanour added to our suitability for the search.

DRAX provided benchmarked salary advice to SER Group and presented a strong shortlist of candidates. Through direct feedback and leveraging [PACE](#), our behavioural analytics tool, DRAX refined the shortlist by analysing different personality types and aligning them with the incumbent leadership team.

Following an extensive search by DRAX, Will McInnes was appointed as Chief Marketing Officer of SER Group. Will brings valuable expertise in social media branding and artificial intelligence.

Client voice

You simply want to work with people who share your values, understand your pain points, can get you where you need to go quickly, and will accept any criticism you may have in order to complete the job properly. So, would I work with DRAX again? Absolutely!

John Bates – CEO, SER Group

What DRAX was engaged for

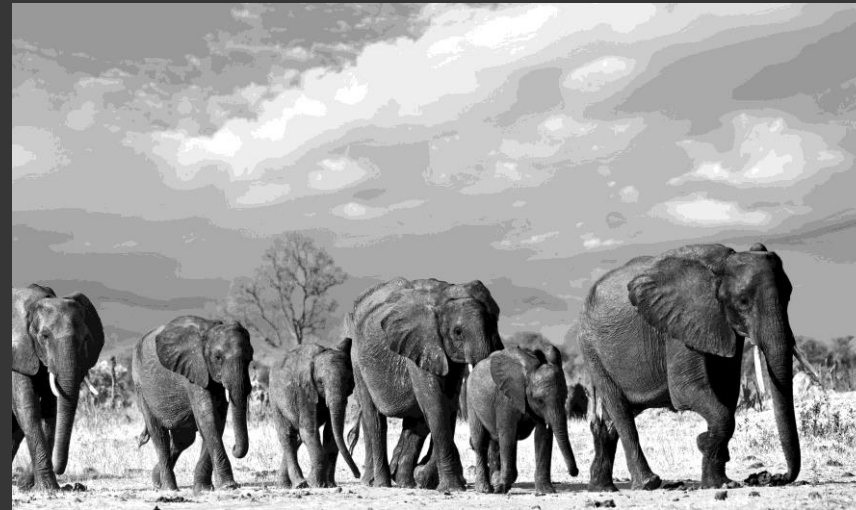


SER Group were looking to employ a high-skilled CMO into their business who could contribute to the company's transformation while being financially astute

Why DRAX



DRAX have expertise in talent acquisition and are passionate about developing strong client relationships



The Results

Will McInnes, who met all the client's candidate specifications was appointed as CMO of SER Group

Client feedback

Would I work with DRAX again? Absolutely!



DRAX

OUR APPROACH

DRAX navigated the complex search criteria set by John Bates by combining a structured approach, effective communication, and direct feedback. This collaboration demonstrates DRAX's ability to provide value which extends beyond a single project and solidifies its position as a preferred long-term partner.

PACE was used to confirm behavioural suitability between Will McInnes and the team at SER Group. PACE is used as a key indicator when deciding whether a candidate's behaviours would be additive to the value-creation goals of our clients.

For more information, please get in touch:

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RUBY SHEERA
PARTNER,
DRAX EXECUTIVE

“The role of a CMO is critical for driving marketing efforts and achieving overall business objectives, and finding the right level of expertise and experience was no easy task. The DRAX tech team worked tirelessly to understand the SER Group culture, values, and specific hiring requirements. We collaborated closely with John to gain a thorough understanding of the desired candidate profile and the position's specific requirements.”

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