

## Executive Search Case Study

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HAIRUWEAR®

**Chief Financial Officer**  
Kansas City, MO  
April, 2013

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### THE SCENARIO

HAIRUWEAR, the world leader in the category of 'alternative hair' accessories, extensions and systems for women and men, had a plan to double revenues and significantly increased EBITDA over a five year period. However, the company had outgrown its current financial leadership team. Richard’s client needed to hire a CFO, a game-changer with the depth and breadth of financial and operational experience and skill sets to take the company to the next level.

### THE CHALLENGE

“Our client had a plan to double revenues and significantly increased EBITDA over a five year period. To achieve their goals it was imperative that the company hire the right CFO – a pioneer who also had a traditional foundation – with a sophisticated mind, fueled by deep experience, and a unique skill set that translates across a broad, strategic spectrum. We needed operationally-oriented CFO candidates with exceptional leadership qualities and prior career experience leading a growth initiative in a global consumer products business.”

### THE SOLUTION

“We knew this person wasn't necessarily “hiding” in the obvious places, and after coming up short through their own efforts, the CEO was heavily relying on me to find a solution. However, we didn’t have an ideal candidate to refer, and leaving the client to fend for themselves would have left us in an awkward position. That’s when I reached out to Jeremy Cepin at Koltin Consulting Group. Jeremy and team have a successful track record of helping our firm hire partner and senior manager-level people for challenging positions, and I was confident they would do the same for our client. I introduced Jeremy to the CEO of our client company and he was impressed with KCG’s executive search capabilities and approach, and hired Jeremy to conduct the Search.”

### THE OUTCOME

“To effectively present our client’s opportunity, Jeremy invested the time to completely understand the organizations’ goals and objectives, and what the ideal candidate’s skills, abilities, values and expected outcomes should be. Throughout the process Jeremy involved us as appropriate to assist with the process and to establish a relationship with the potential candidates. Jeremy and his team were persistent, professional, consultative, and effective at delivering thoroughly pre-qualified, prepared, and motivated candidates, ultimately enabling our client to hire the right CFO.

Collaborating with Jeremy Cepin from Koltin Consulting Group’s Executive Search Practice has allowed our firm to provide an additional level of service to our clients, thus deepening our trusted advisor status. Jeremy is the go-to guy for when our clients are hiring for in-demand executive and other senior-level roles.”

- **Richard W. Schurig, CPA**  
*Partner, Retail and Consumer Products Industry Director*  
CohnReznick, LLP