

Marketing Technology Company Needed Immediate HR Leadership

Topics

HR Function Assessment
HR Process Development and
Compliance
Talent Management
Total rewards strategy
Employee Engagement

Industry

Business Services
Technology and Software

Team Size

1 Partner, 1 Director

Duration

2 Years

Situation

A national marketing technology company had previously engaged with Growth Operators for transformational human resources services and fractional finance & accounting services. When its top human resources leader departed the company, Growth Operators was their first call to step in!

They needed someone who could step in to lead the human resources function quickly and keep all the priorities moving forward without missing a beat.

Execution

- Leveraged the nextLEVEL value creation framework to assess the current state of the HR function.
- Participated as a member of the Leadership Team who was responsible for developing and executing the talent priorities in alignment with the annual business plan. These included recognition programs, enhanced benefit offerings, compensation programs, diversity, equity & inclusion council, and manager development.
- Provided managerial oversight for the current HR team members and ensured HR processes were delivered effectively and efficiently, including talent acquisition, compensation, training and development, payroll, and benefits.
- Managed HR third-party vendors to meet the needs of the company and ensure cost-effectiveness.
- Updated employee handbook and completed all compliance-related activities.

Result

Growth Operators aligned all the human capital activities with the annual business plan to integrate human resources into the strategy and culture of the organization. As a result of strategic and focused efforts, we:

- Reduced turnover by 7 percentage points over 12 months.
- Improved employee engagement survey score by 25 percentage points over three quarters.
- Hired an HR Leader and provided support through an onboarding and transition period.