



# From Zero to Fully Staffed: Marketing Team Rebuild in One Month



Home & Security Products



Marketing Recruiting



Permanent Placements

*A leading home and security products company focused on innovation and growth across a portfolio of well-known consumer brands.*

## CHALLENGES

- The company relocated operations to a new headquarters, and the entire Channel Marketing team opted for severance instead of moving, leaving a critical gap in a key function. With 11 open roles, they partnered with a generalist recruiting firm to help rebuild the team.
- The firm lacked the specialization to understand what a channel marketer does and was unable to make progress without formal job descriptions. Candidates submitted were unqualified or not aligned with what the company needed, causing frustration and delays.
- With increasing pressure to fill roles quickly, the company turned to a partner with deep marketing recruitment expertise who could act fast and deliver results.

## OUTCOMES

- LaSalle Network was engaged for our specialization in marketing recruitment. We partnered closely with hiring managers to define roles despite a lack of formal job descriptions.
- We successfully placed 8 of 11 open roles, including 6 managers, 1 specialist, and 1 coordinator. Referred 3 additional candidates who were ultimately hired by the client.
- Delivered a targeted, efficient recruiting process that rebuilt a critical team quickly, with an average time to fill of less than one month.

**8**

Permanent Placements

**30 days**

Avg. time to fill