

CASE STUDY: SALES & MARKETING



FOUNDATION WELLNESS



CHALLENGE

BrainWorks was engaged to hire three classes of new Territory Sales Managers across 13 US geographies for the Foundation Wellness Powerstep New Business team.

APPROACH

Using a high-touch, data-driven approach, BrainWorks collaborated with the Foundation Wellness team to build the overall recruitment process. BrainWorks is an expert in recruiting top talent, while bringing relevant market data with a deep understanding of the Foundation Wellness culture and leadership.

RESULTS

All 13 have been filled. We have a final preferred candidate in the final territory (that we made from 2 into 1 due to hiring an additional person in a NEW territory created just for them based on a referral from our California candidate)

13 TERRITORY SALES MANAGER POSITIONS

"Foundation Wellness engaged Kelly Maslow's team to assist in recruiting and building out a new outside sales team. The BrainWorks team was well prepared to meet our demanding timeline and high expectations of candidates. With the collaboration of Kelly's team, we were able to deliver 13 sales candidates under the targeted timeline and have built a high performing team. I would highly recommend BrainWorks to help build out an organization or source targeted high performing individuals."

Nick Adams, Chief Sales Officer

SALARY

\$70-80K

Base salary
target budget
per role

FEES

Flat Fee

Model for
predictable
project budget

CANDIDATES

3

Candidates
submitted
per territory

Hiring is tough in today's historically tight labor market.

BrainWorks has the tools to help organizations like yours overcome it.

Our tenured executive recruiters build trusted partnerships with leading organizations and connect them with A-level candidates, time and time again.

We can do the same for you.

Current Status

Average time to fill by class:

Class 1: 38 days, **Class 2:** 33 days, **Class 3:** 33 days

Launch Date	Class	Position Title	Placement Date	Class Start Date	Time to Fill	Average Time to Fill by Class
12/20/2021	1	Massachusetts Territory Sales Manager	1/18/2022	2/14/2022	29 Days	38.2 Days
		Indiana Territory Sales Manager	1/18/2022		29 Days	
		Missouri Territory Sales Manager	1/27/2022		38 Days	
		Georgia Territory Sales Manager	2/4/2022		46 Days	
		Arizona Territory Sales Manager	2/7/2022		49 Days	
1/27/2022	2	California Territory Sales Manager	3/1/2022	3/21/2022	33 Days	33 Days
		Tennessee Territory Sales Manager	3/1/2022		33 Days	
3/1/2022	3	Michigan Territory Sales Manager	3/3/2022	4/11/2022	2 Days	33.6 Days
		Colorado Territory Sales Manager	3/9/2022		8 Days	
		New York Territory Sales Manager	3/24/2022		23 Days	
		Territory Sales Manager - Mississippi	4/27/2022		57 Days	
		Washington, D.C./Maryland Territory Sales Manager	5/18/2022		78 Days	

About BrainWorks

BrainWorks is a prominent boutique executive search firm offering a 30-year track record of success built on deep industry expertise and connections with the acumen and excellence to serve as a trusted business partner.

BrainWorks offers both retained and contingent search solutions to match the specificity of your unique search requirements.



FOUNDATION WELLNESS

AN 85 YEAR HERITAGE OF PROVIDING TRUSTED SOLUTIONS TO IMPROVE HEALTH AND WELLNESS

Whether you produce orthotics, health, or wellness products, let us help you get where you want to be.