

# Advisory-led Recruiting Approach Delivers Financial Stability for Growing Consumer Goods Company

A global consumer products and brand merchandising agency (the Agency) faced an unexpected financial leadership gap during a critical growth phase. Cherry Bekaert's Recruiting & Staffing Services delivered immediate temporary support and a long-term permanent solution, stabilizing operations, strengthening financial leadership and positioning the Agency for continued success.

## When Growth Outpaced Financial Leadership

As the Agency navigated rapid growth, internal operations came under increasing pressure, leaving its financial and accounting (F&A) team overextended. Initially, the Agency sought short term support to stabilize accounting operations for an overwhelmed controller. When that controller unexpectedly departed — with no other senior financial leader in place — the Agency faced an urgent leadership gap and heightened operational risk.

## From Immediate Support to Strategic Hiring

Cherry Bekaert's Recruiting & Staffing Services team engaged quickly, pivoting from consulting support to a temporary-to-permanent controller search. This approach allowed the Agency to stabilize operations immediately while evaluating a long-term leadership solution. Rather than relying on a standard job description, Cherry Bekaert worked closely with the Agency's chief operating officer to define what success in the role truly required.



### CLIENT

Product Branding & Packaging Agency



### INDUSTRY

Industrials & Consumer Goods



### OUR ROLE

Recruiting & Staffing Services



Cherry Bekaert

Your Guide Forward

With no senior F&A leadership in place, Cherry Bekaert Management Consultant Director Dale Grossman applied an advisory-driven approach, leveraging his CPA and executive finance background to:

- ▶ Clarify the Agency's true controller needs
- ▶ Prioritize responsibilities in the absence of a CFO
- ▶ Design a realistic, sustainable role aligned with the organization's growth

At the same time, Cherry Bekaert deployed a senior accounting consultant to support book cleanup, complete reconciliations, and manage a high volume of transactions.

Although the initial temporary placement transitioned into a permanent role, it later became clear that the position was unsustainable due to unforeseen health circumstances. Cherry Bekaert honored its placement guarantee and immediately re-engaged.

Rather than conducting a cold search, the team leveraged its connected internal network to identify a new candidate with:

- ▶ Proven accounting leadership experience
- ▶ Strong cultural alignment
- ▶ The ability to thrive in a fast-paced environment

## Stability Restored. Confidence Rebuilt.

The new permanent placement delivered positive outcomes for both the controller and the Agency. The engagement:

- ▶ Stabilized accounting operations during a leadership transition and critical year-end period
- ▶ Secured a capable, long-term controller aligned to the Agency's needs
- ▶ Reduced operational risk during a period of rapid growth

## About Cherry Bekaert

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What began as an urgent staffing need evolved into a trusted, ongoing relationship. Cherry Bekaert remains positioned to support the Agency as it continues to scale, addressing future accounting and finance talent needs while providing broader tax and advisory guidance.

## Why Cherry Bekaert Recruiting & Staffing Services

Clients turn to Cherry Bekaert's Recruiting & Staffing Services when they need more than resumes. Our team delivers:

- ▶ **Speed and flexibility** across interim, temp-to-hire, and permanent searches for A&F, HR and IT roles, allowing organizations to stabilize quickly while planning confidently for the future
- ▶ **Advisory-led recruiting insight**, grounded in deep accounting and finance experience, that helps leaders define the right role, scope responsibilities, and reduce hiring risk
- ▶ **Accountability at every stage**, including standing behind placements and re-engaging when business needs evolve
- ▶ **A long-term relationship** supported by a connected firm, bringing visibility, collaboration and insight **across the entire organization** — not siloed teams or transactional searches



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