



# Case Study: eCommerce Supplements

How Ready Set Exec filled a mission-critical **eCommerce leadership** role in just **36 days**—after years of stalled efforts.

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Presented by  
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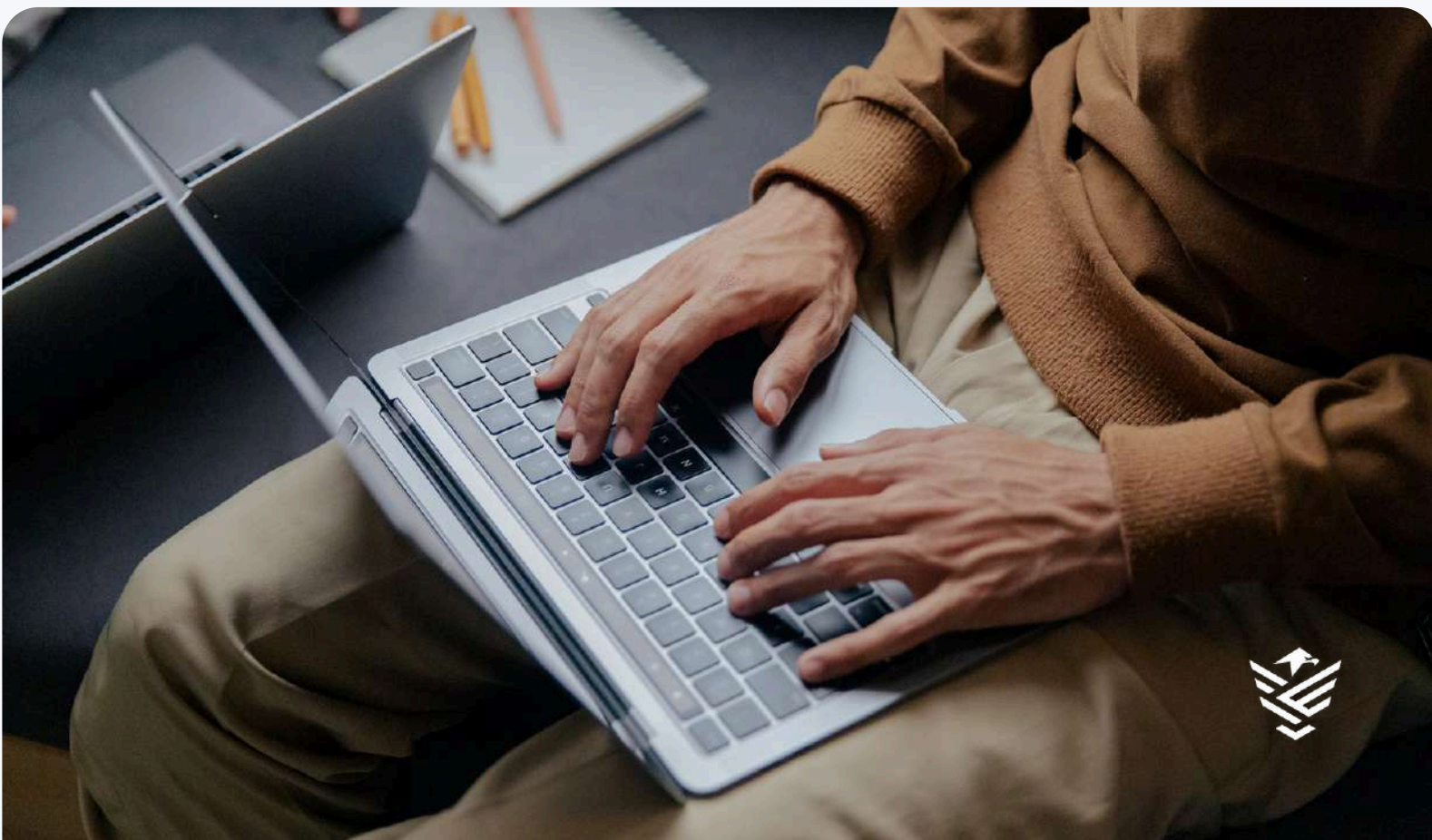


# The Challenge: One Role. Years Unfilled.

Purely Optimal, a growing e-commerce supplement brand, needed a Head of Amazon to lead their channel strategy and rebuild momentum after a post-COVID slowdown.

The challenge? The role required a rare mix: deep technical expertise in Amazon operations and a strategic vision for revenue growth—all while integrating into a company culture built across global teams.

Despite years of searching internally and externally, the position remained open. Hiring the wrong person could cost millions. Hiring no one was already costing more.





# The Strategy: Go Deep, Not Wide

Purely Optimal brought in Ready Set Exec to solve what others couldn't.

We launched a focused, high-touch search—interviewing over 30 candidates across North America. We partnered with the CEO directly to define the ideal candidate profile, co-write a compelling job description, and sharpen the offer strategy.

Every step of our process prioritized quality over quantity—and alignment over buzzwords.





# Why It Worked: Strategic Search Meets eCom Expertise

Ready Set Exec didn't just recruit—we orchestrated a search strategy tailored to the nuances of eCommerce and Amazon-specific leadership.

## **In-Depth Industry Understanding:**

We understood that Amazon is more than a sales channel—it's a complex ecosystem requiring technical fluency, agile decision-making, and marketplace foresight. Our team vetted candidates not only for resume keywords but for their ability to drive sustained growth in a volatile platform.

## **Customized Role Development:**

We collaborated directly with Purely Optimal's CEO to define what "success" looked like in this role. From shaping the job description to advising on compensation structure, we laid the foundation to attract high-caliber candidates—without overshooting budget.

## **Precision Vetting:**

Out of 30+ in-depth interviews, only nine finalists were presented. Every candidate was evaluated for experience, leadership capability, Amazon channel acumen, and their ability to operate cross-functionally in a globally distributed team.

## **Passive Candidate Conversion:**

The final hire wasn't looking. Through targeted outreach, a strong employer value proposition, and personalized engagement, we converted a passive candidate into a committed leader—within just 36 days.





# The Result: Role Filled in 36 Days After Years of Stagnation

- ✓ Head of Amazon hired in just over 5 weeks.
- ✓ First successful placement after multiple failed attempts.
- ✓ Fresh thinking and channel innovation from day one.
- ✓ Renewed growth plans with leadership now in place.

The impact was **more than filling a role**—it was **unlocking a roadmap** for expansion.





# About Ready Set Exec

We're the recruiting partner for organizations with complex hiring needs and high-growth goals. With deep specialization in e-commerce, marketing, and operations leadership roles, we go beyond resumes to place people who drive performance.

Co-founded by Patrick Shea and John Pezoulas, Ready Set Exec combines 15+ years of executive search experience with an entrepreneurial mindset and a commitment to client success.





# Our Process: Structured for Speed & Fit

## Discovery

Deep dive into your hiring goals, culture, and work style.

## Alignment

Preview top candidates and finalize your hiring scorecard.

## Collaboration

Weekly syncs and full access to our client collaboration portal for progress updates and dedicated communication.

## Assessment

Behavioral, skills, and personality evaluations using industry-leading assessments such as EQ, Myers-Briggs, Kolbe, DISC, and Gallup.

## Talent Introduction

Finalists presented with comprehensive talent portfolios and 30-second elevator pitches.

## Interview

Support with candidate engagement and scheduling during your internal interview process.

## Hire & Support

90-day guarantee + 12-month follow-up + extended rights to talent pool





# Why Ready Set Exec?

At Ready Set Exec, we don't operate like traditional search firms. We're operators-turned-recruiters with deep experience in scaling businesses—and that shows in the way we deliver.

**Ecommerce & Marketing Expertise:** Our team has placed senior talent in marketing, growth, and channel leadership across eCommerce, SaaS, and consumer brands. We know what top performers look like—and what pitfalls to avoid.

**Founder-Led, Performance-Driven:** You work directly with the managing partners. No handoffs. No fluff. Just high-velocity execution from people who've built and scaled teams themselves.

**Strategic Partnership, Not a Resume Service:** We help clients define success, not just fill roles. From job description strategy to interview planning and offer structuring, we guide every step of the hire.

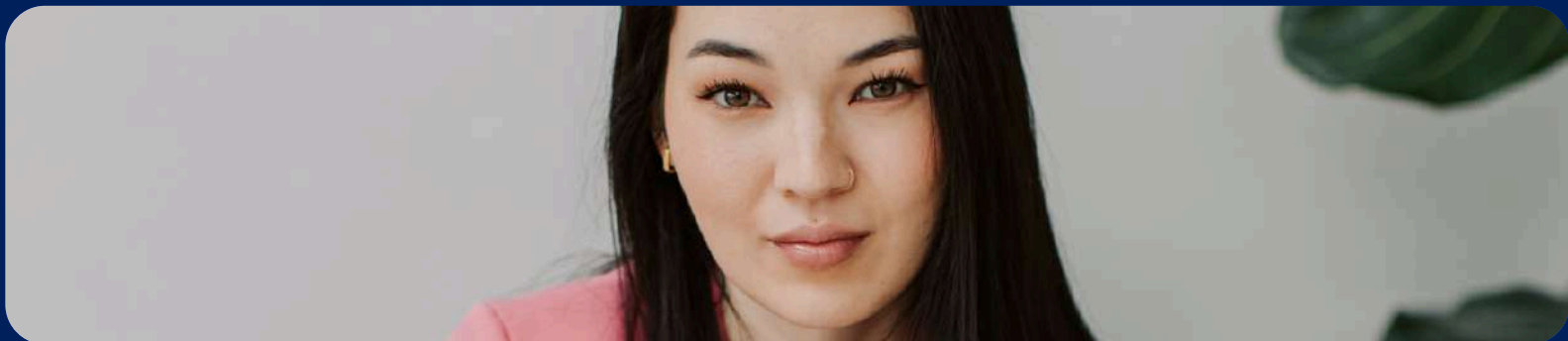
**Transparent & Collaborative Process:** Our Referral Portal gives you real-time access to candidate pipelines, status updates, and feedback loops. Weekly face-to-face meetings keep you in control.

**Relentless on Fit & Follow-Through:**

We go beyond the hire. Every placement includes a 90-day guarantee, onboarding support, and a 12-month follow-up to ensure long-term impact.



## ● CONTACT



You've just seen how Ready Set Exec solved a months-long hiring challenge in under 7 weeks—placing the right person, in the right seat, at the right time.

Whether you're scaling a fast-growing team or trying to fill a mission-critical role, we bring the process, precision, and persistence needed to deliver.

**Let's build your leadership bench.**

Connect with us today to start a conversation about your talent needs. We're not just recruiters—we're your partner in growth.

## Ready to Find Your Next Top Performer?

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