



## Case Study: Empower Brands

Succession Plan Strengthened by Effective Leadership Recruitment

### THE SITUATION

Empower Brands, a private equity–owned franchise platform with 30 years of success in commercial and residential services, needed to expand its senior leadership with seasoned professionals capable of achieving its aggressive growth goals. These new leaders needed the qualifications to strengthen succession planning pathways for critical senior roles.

### OUR APPROACH

Fahrenheit was first asked to find a replacement for Empower Brands' Residential Services Group President, as the former leader had been promoted to CEO. The candidate required deep industry-specific experience to hit the ground running and continue driving the organization's growth. The candidate also needed qualifications to pivot into another senior role within three to five years, securing a critical component of Empower Brands' succession plan. Fahrenheit placed the new Group President within two months.

That first success led to a trusted partnership between Empower Brands and Fahrenheit, which placed an additional four senior leaders in the organization — totaling five placements in 11 months. These placements satisfied immediate talent needs and strengthened the roster of leaders capable of moving into other senior roles moving the organization forward.

Fahrenheit leveraged its extensive expertise to navigate a complex hiring environment head-on, which included strict client confidentiality provisos, candidate non-competes, private equity-related constraints, and highly industry-specific qualifications, all within an urgent timeline. Fahrenheit's skilled execution of a relationship-based networking approach and its rigorous focus on developing a holistic view of Empower Brands' organization established an effective and efficient long-term advisory partnership.

### THE RESULTS

- › Placed 5 dynamic senior leaders including: Group President, Brand President, Vice President of Sales, Vice President of Human Resources, and Vice President of Operations
- › Created a strong, executable succession planning pathway for critical senior leadership roles
- › Achieved placements within an average time of 2 months each, significantly shorter than the 3 to 6 month industry average
- › Guided development of the Vice President of Human Resources position, a brand-new role elevating HR to a more strategic function

### FEATURED CONSULTANTS



**John Griffin**  
Managing Director



**Jennifer McCorey**  
Director

*“From the initial conversations to the final interviews and offer letters, the process was efficient and seamless, and the attention to detail was always evident. We received several strong candidates, and the team guided the candidates in a professional and effective manner while advising our team every step of the way.”*

- Scott Zide, CEO