



# CONGA CASE STUDY

Company Focus: Unified data to support the Revenue Lifecycle

Client Contact: Jennifer Weiss Reif

Client Role: VP of Global Marketing and Demand Generation

Matching Timeframe: Candidates identified within 1 week

Level: Director-level role

Type of Role: Maternity leave coverage

Title: Director of Digital Marketing

## BACKGROUND

We reached out to On Demand Chiefs to assist in finding a great candidate to cover maternity leave for the Director of Digital Marketing, ideally local to our headquarters in Broomfield, CO. Within a week, they sent us numerous resumes, and we selected a local candidate to interview. The candidate, a serial fractional / interim marketing leader, was immensely qualified, and after meeting with various members of our team, it was decided to bring her on immediately so that there would be a few weeks' cross-over with the permanent director.

## **INTERIM ROLE**

The Director of Digital Marketing is a key member of the global demand generation leadership team and leads Conga's digital marketing efforts across the globe with a primary focus on growing awareness and demand through scalable online/web marketing and paid media programs. With a team of digital marketers and agency partners, the role is responsible for the strategy, execution, and optimization of all global digital and web marketing programs, including digital advertising, paid search, paid social, SEO (including Conga owned properties and Review sites), email nurturing and web chat.

## **DESIRED IMPACT**

With the permanent Director of Digital Marketing going on maternity leave for 6 months, it was imperative that we hire an interim leader to manage the team of 5 early-in-career digital marketers, as more than 65% of the demand generation budget is managed by this function that fuels the majority of the demand generation and pipeline generating activities for Conga. We needed an experienced leader with tactical skills across all digital channels and strong people management capabilities.

## **CANDIDATE CONTRIBUTION**

The candidate was a wonderful and immediately productive member of the demand gen leadership team. She quickly absorbed our strategy, improved it, and helped the team to execute over the six-month timeframe that she was in the role. She was instrumental in getting our website rebrand across the finish line, standing up our review site program, and optimizing our SEO strategy and plans. She was so well-respected across the marketing team and the company that after the six months, she was asked to take on an interim product marketing leadership role to cover for another maternity leave.

## **BENEFIT OF FRACTIONAL LEADERSHIP FOR CONGA:**

Hiring a fractional digital marketing leader to cover a maternity leave was crucial for us in order to maintain the continuity, consistency, and strategic focus of this immensely important function to our demand generation efforts. This approach ensured that we immediately got the specialized expertise, leadership and strategic mindset that we needed to manage a team of early-in-career individual contributors. We were able to sustain team morale by delivering a seamless transition and we eliminated the risks normally associated with disruptions that occur with temporary leadership gaps. With On Demand Chiefs, we got a significantly reduced recruitment time than if we had engaged with our internal recruiting function, as they have a broad network of highly qualified fractional leaders.