

The **NAKED** Headhunter

# TNH Scale-up Survey 2023



# About The Naked Headhunter

The Naked Headhunter is where entrepreneurs go when they need talent.

Our company MISSION is that by 2027 we will have helped 1000 of the most passionate entrepreneurs worldwide attract the No. 1 hire they need to achieve their business vision.

Inspired by book *The Naked Leader*, The Naked Headhunter is a boutique search firm that its founder Mark Hamill established in 2017, after 15 years being part of, and leading, a large EMEA search firm.

Mark is addicted to the excitement he gets when connecting people who go on to build and drive a business purposefully forward. He just loves doing that! The simplicity and impact of "the connection" continues to inspire him after 20 years in the search world.

The Naked Headhunter is all about transparency, purpose, style, energy and fun. Executive search is an amazing world to live in. The conversations, stories and the connections make it a constantly fast-paced and diverse environment.

Traditionally search firms are not like this. Stuffy, expensive, boring, cut-and-paste solutions, old boys network are words clients use to describe a typical search firm. While Mark's style might not suit everyone, it is critical for him to be honest and transparent about when he can or cannot help.

# About this service

As a fellow YPO/EO member, there's no doubt you realise that the leadership team you have around you today will not be the same one you will be working with three years from now in order for your business to meet its growth plans.

*If you want to learn more about the service described below, feel free to contact me. We have put in place special programme and pricing terms for YPO & EO members from anywhere around the globe.*

# New TNH research highlights current and near-future hiring trends for founder-owned SMBs

This annual **Scale-up Survey 2023** compiled by The Naked Headhunter and involving 175 scale-up companies across Europe and the USA shows that 4 out of 6 ExCo leaders will not make the grade or they will leave their company within the next three years.

Typically, a leadership team will, at different stages, have a **CEO, CFO, CTO, CRO, CPO, CMO** and possibly a **CIO**. This will vary depending on the industry or the business' stage of growth, but essentially this is your core team.

We focused our research on companies with annual turnover between 15-50 million USD with an average full-time headcount of 55. All of them were owner- or founder-led. The average growth rate over the three year period was 17% year-on-year.

## Main Findings from Our Research

In 5% of cases, the Founder had either replaced themselves (in 60% of cases this occurred after a significant round of fundraising) or they positioned themselves in a Chairperson or other similar role (e.g., **Chief Product Officer**).

In 33% of cases, a **Chief People Officer** was hired as a serious upgrade on an HR Manager. This was usually after the business began to scale rapidly; especially across international markets.



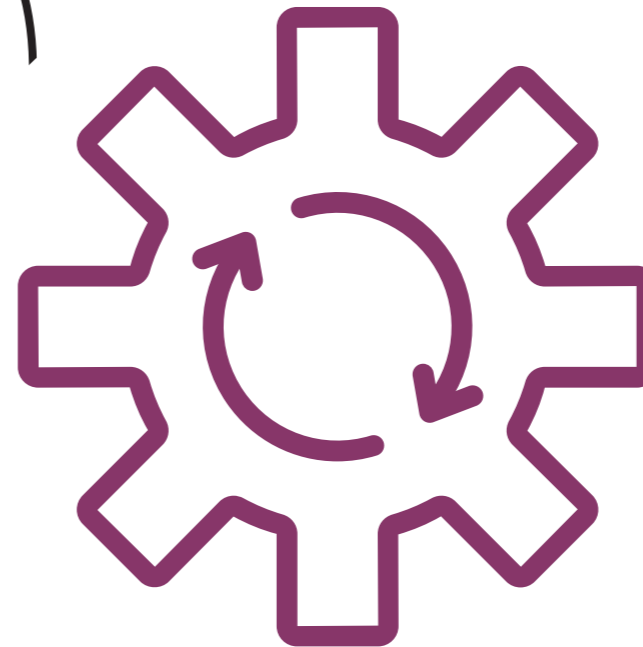
In 67% of cases, the business changed its **CFO** and onboarded a new one. Again, this was typically linked to a round of fundraising, to private equity investment, or to a significant shift in strategy.



In 47% of cases, the company hired a new **CMO**. The number one reason for this was because of digital or e-commerce concerns.



In 72% of cases, the business brought on a **CRO** to enhance revenues and growth significantly. CEOs saw this as their most important (No. 1) new hire.



In 56% of cases, the company hired a new **CTO** to manage either some sort of system enhancement or to tackle certain operational complexities.

# What this data means – how your business can benefit from Benchmarking your ExCo

Bearing the key findings from the research mentioned above in mind, our team at TNH has created a product called **Vision Benchmark Service**. If you decide that you would like to engage and work with us, our team will identify and talk you through the leadership profiles your peers and competitors have in their company teams so you can plan for any needed future changes.

Per our research, the Number 1 reason CEOs

gave for NOT making C-level personnel changes sooner was a fear of not knowing what was out there on the market.

The brutal fact is that there is not always time to make fully informed decisions on critical leadership changes. Fortunately, there are better alternatives on the market: skilled talent sourcing consultants who can help you meet your goals faster while still finding the right fit or match to your business culture.



That's why the **TNH Vision Benchmark Service** focuses on supporting Owner/Founder CEOs to allow them to see the skills and service levels available on the market and benchmark that against their own internal team.

The currently reality is that an ExCo team photo from 3 years ago will probably have two-thirds of all faces changed when you look at it today. CEOs who have already made this voyage now realise that their team will again shift and evolve over the next three years. They need to be ready for and plan for that. One CEO I our team interviewed summed the process up beautifully *"Be loyal, be supportive; but don't be a fool. Know when you need an upgrade. Be*

*curious and always take time to understand who your next external could be and how they could impact your business."*

There's more we would love to tell you about the ExCo market and our Vision Benchmark Service, so please reach out to us if you would to understand better how our team at TNH can help guide your future ExCo talent sourcing plans.

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Feel free to reach out to us at [mark@thenakedheadhunter.com](mailto:mark@thenakedheadhunter.com)