

# Executive Search

## Identifying Country Head – USA:

### For a global innovator in AR / VR

#### Entering New Marketplace

Our client is late-stage startup specializing in developing and manufacturing the world's thinnest full-colour waveguide displays for near – eye augmented reality. Their current offerings include components for AR Glasses to emphasize subtle infographics and components for Mixed Reality Headsets for video, gaming and 3D optimization. The range of their products provides solutions for Industrial, Consumer, Medical and Scientific applications. The products and product development portfolio our client offers is undoubtedly exceptional.

They are now entering the US market and are looking for a Country Head for US to be based in San Francisco Bay Area.

#### Taplow Solution

We found this role to strategic and tactical. Hence the challenge was to identify a uniquely impactful, hands-on leader. We were looking for an accomplished technology sales and marketing professional. An expert at developing effective and profitable commercial relationships with large global technology development and manufacturing. Accelerating profitable growth requires one to develop a profound understanding of this business to apply leadership and creativity. At the end of the day, this role will be responsible for “getting it done.” This role is viewed as a potential successor for broader business leadership in North America enterprises

#### Outcome

Taplow US was able to map the top 7 competitors in the Augmented and Virtual Reality Industry and its adjacencies. We listed the leaders for the sales and marketing unit and their direct reports. The challenge was to get the professionals excited about this unique opportunity of building something and leading it. This required professionals with strong entrepreneurial skills and ability to lead from front. An exhaustive search resulted in the slate of top 16 candidates who were vetted by the CEO and Global Head of Strategy. It was a very time sensitive search, and the team was able to manage the interview process very well to zero down two top choices. After a very tough negotiation with the candidate, we were able to select the one. We were also able to provide additional support to help client navigate the US entry very smoothly.

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