

## The Bowdoin Group Partners with Imprivata to Fill Leadership Positions Through Rapid Growth, IPO, and Acquisition



*Senior Vice Presidents of Worldwide Sales, Global Marketing, and Engineering, among others, hired to drive Imprivata's success*

### Overview

Imprivata is a global, PE-backed HealthTech company that enables organizations to access, communicate, and transact patient information securely.

Founded in 2002, the company grew rapidly, going public in 2014 and then being acquired by a private equity investment firm in 2016. Imprivata needed a long-term strategic partner with Digital Health expertise to help fill critical senior-level positions as the company moved through these changes.

***Imprivata selected The Bowdoin Group to be this partner. Bowdoin was chosen for its deep industry knowledge, rich understanding of the talent pool, and collaborative approach to helping Imprivata fill positions with top talent at the right time.***

### Challenge

In the midst of acquisition and change, Imprivata needed a long-term partner that would be highly flexible and strategic to minimize gaps between incoming and outgoing executives.

### Solution

Imprivata selected The Bowdoin Group as its strategic partner to fill numerous executive and strategic roles, including the SVP Worldwide Sales, SVP Global Marketing, SVP Engineering, Chief Technology Officer, VP Inside Sales, and several sales positions, including Regional Sales Manager and Sales Engineering positions.

### Result

Bowdoin helped Imprivata hire candidates who continue to thrive and drive the company's success. Bowdoin continues to serve as one of Imprivata's strategic partners and advisors.

## Proven expertise filling strategic Digital Health positions with top talent

Facing rapid growth and an impending IPO in 2014, Imprivata hired Chief People Officer, Kelliann McCabe, who knew she needed a strong hiring partner with an understanding of Digital Health and the ability to find qualified candidates in a competitive market to fill strategic positions. Imprivata turned to The Bowdoin Group because of a strong existing relationship, Bowdoin's industry knowledge, and its leading approach to executive search.

## Reliable approach tailored to each position's specific needs

Bowdoin was already part of the Imprivata support system, having been engaged by sales to place several VP positions. McCabe learned about their strengths in the Digital Health space and experience filling leadership roles and partnered with them first to fill positions in their rapidly growing sales team.

Since then, Bowdoin has helped Imprivata build out professional services and support teams, fill project-based positions across multiple locations, and expand offices by leveraging Bowdoin's regional teams. During Imprivata's 2017 acquisition, Bowdoin worked with them to fill key executive positions with highly-qualified candidates – including the SVP of Worldwide Sales, Global Marketing, and Engineering – ensuring they met leadership transition dates to minimize gaps between outgoing and incoming executives. “We've been impressed with The Bowdoin Group's industry knowledge, the way they manage their processes, and how in tune they are with the market as a whole,” said McCabe.

The Bowdoin Group leverages proven approaches based on more than 20 years of experience, but they recognize that every placement is unique. Speaking of their partnership with Bowdoin, McCabe attributes much of their hiring success to the fact that Bowdoin takes the time to engage with hiring managers to understand the roles and where they fit in the organization, and to identify potential challenges associated with recruitment.

This information drives the creation of a tailored hiring plan, which lays out important facets, like the scope of the search, the makeup of the interview team, the process, and timelines. McCabe appreciates that Bowdoin places the same amount of focus and urgency on every role in which Bowdoin is involved.

## Long-Term partnership built on collaboration and mutual trust

“I felt very confident early on that Bowdoin would be a good partner,” said McCabe. “One of the things that got us off on the right foot was that the team developed a strong relationship with me from the get-go. We met and got to know each other well. I came to really understand their goals and process.” A key differentiator for her is that her Bowdoin contacts are consistent and familiar. Her Account Manager is intimately involved in all searches, which lends credibility and builds confidence. “You have a relationship that builds, so you feel very comfortable with who is working on your assignments, and you have access to them.”

McCabe also commends their honesty: The Bowdoin team doesn't just tell her what she wants to hear. They assess each situation and are honest about what they think the market can produce. If they believe she's underestimating the difficulty of a search, they will recommend broadening it or adjusting expectations to make sure Imprivata will be satisfied with the end result.

“We view Bowdoin as a very strategic partner to Imprivata,” said McCabe. “They have a lot of confidence and that has led to us having confidence in their ability to serve our strategic hiring needs.”

### The Bowdoin perspective

***“The work Imprivata does in the Digital Health space is critical to keeping healthcare information and digital identities secure. We're delighted to have helped them find excellent leadership talent and look forward to partnering with them as they continue to grow and innovate.”***

Sean Walker, Partner at The Bowdoin Group