

## **THE COMPANY**

Logibec specialized in the development, marketing, implementation and support of information systems for the health and social services sector. They were acquired by OMERS Private Equity in 2010 and named one of the Branham Group's Top 25 Software companies in 2011. When they approached us they were doing 90% of their business in Quebec but the company had it's sights set on expanding across Canada and the US. We knew they were a success story waiting to be written, so we were excited to be working with them.

## **THE SEARCH**

***"Some [recruiters] can be pretty superficial and just say 'We'll put it through the machine and see what pop's out.' Others, as [Martyn Bassett] was, are more thoughtful about the questions they ask."***

That's according to Michael Lank, Managing Director at OMERS. He was responsible for screening potential firms and recommending one capable of finding Logibec a Sales director to grow the business beyond Quebec. He realized quickly that our insight into sales and software made us the perfect firm for the job.

Logibec didn't have a sales team in place when we started working with them, so they needed a candidate that could win business while writing a playbook for a future sales force to follow. We were starting from scratch and we knew the healthcare talent market was incredible active, so we hit the phones hard. We immediately found a handful of highly competitive candidates, but Logibec wasn't the only company that wanted to bring them on board.

## **THE RESULTS**

Despite the competition we went from calling candidates to closing the deal in two weeks. We recruited a candidate that had spent 5 years in the healthcare space and driven more than \$600M in revenue. With our candidate in place Logibec is poised for explosive growth and they couldn't be more satisfied with the results of our search.

***"She's one of the best candidates I've hired in my career and I've been at this for 25 years."***

***-Ivan Lagace, VP Sales and Marketing, Logibec***