

BUILDING WORLD CLASS DATA & ANALYTICS TEAMS

Strategies to Attract Top Talent

GUY GOMIS – PARTNER & PRACTICE LEAD



ABOUT BRAINWORKS

Smarter Data Analytics Executive Recruiting

Dramatic advancements in technology constantly transform how businesses operate in today's digital world. Analytics and data science talent leverage cutting-edge methodologies to drive revenue.

We partner with forward-thinking organizations to streamline their search for CDAO, CDO, CTO, CIO, CAO and senior professionals.

GUY GOMIS – PRACTICE LEADER

Over 25 years experience in Executive Search

Launched Data & Analytics Practice in 1993

Consistent Success Building Fortune 100 World Class Teams

SITUATION: DATA-DRIVEN EDGE

Data-driven organizations are:

- 23 more times likely to acquire new customers
- 6 times as likely to retain customers
- 19 times more likely to be profitable

DATA-DRIVEN FIRMS SEIZE MARKET SHARE

Thriving as a mainstream company today means being data driven. Companies that have lagged on this front have observed their data-driven competitors seize market share and make inroads into their customer base over the course of the past decade.

<https://www.industryweek.com/leadership/article/21118570/setting-up-data-and-analytics-teams-to-drive-value>



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LINKING DATA AND BUSINESS VALUE

Once a differentiator of top-performing organizations, the ability to leverage a strong data and analytics program is now a necessity. Even though organizations understand how crucial it is to link their efforts to the outcome and business results, they need to expand their measures mix to capture more performance and adoption measures.

<https://www.elderresearch.com/blog/building-a-high-functioning-analytics-team/>



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DATA OPERATIONAL LEADERSHIP TREND

According to a 2020 NewVantage Partners survey of more than 70 executives from Fortune 1000 and other leading companies, about 57% of the companies had appointed a designated chief data/data analytics officer.

Yet only 28% of the respondents said that role is settled and established, and about 27% said there is no single point of accountability for data.



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DATA SCIENCE TALENT SCARCITY

According to PwC, there will be more than 2.9 million job postings for data science and analytics roles in the US alone by 2020. Yet, data science talent is scarce; that's why businesses who lack data science talent may greatly benefit from top tier executive search firms with deep relationships with the best talent across the industry.



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COLLABORATIVE TEAM DYNAMICS

Data science leadership must embrace work style dynamics and differences of key team members in delivering the best business outcomes for their stakeholders.

Collaborative groups undergo the following phases as they eventually grow into a high-functioning team: Forming, Storming, Norming, and Performing.



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ATTRACTING TALENT: PLAN FOR SUCCESS

- ✓ Well-defined strategy
- ✓ People work for people
- ✓ The opportunity
- ✓ Candidate experience
- ✓ Offer and acceptance



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STRATEGY

Thorough and Disciplined

Thinking through the sourcing process from every point of view may sound basic.

However strong your market position, opportunity or reputation is as a brand, demand for top data and analytics talent is intense.

Strategic thinking that is thorough, informed and disciplined increases the likelihood you will build a team that will drive results.



PEOPLE

People Work For People

What is it about you, your team and organization that will attract top talent. How is your track record developing top performing professionals?

Share your victories, past and present.

Be aware of where you have been and what your next career step might be.

Clarity about your future and vision can be compelling to someone joining your team.



OPPORTUNITY

Clear, Consistent, Compelling

Clarify responsibilities, requirements and what success looks like short and long term.

Highlight next career steps, colleagues, team members and their strengths. Include stakeholders in the sourcing process.

Make it compelling. What is it about the company, the organizational commitment, investments and tools that strengthen the case.

Deliver consistent messaging from everyone involved in the sourcing process.



CANDIDATE MESSAGE

Clear, Consistent, Compelling

Take the time up front to make the process clear, well defined and well explained.

Provide prompt feedback throughout the process and particularly after interviews.

Make communications, arrangements, and logistics seamless and painless.

Plan and synchronize messaging across all stakeholders so candidate hears a clear and unified message.



OFFERS

Timely, Informed, Strategic

Your process should include the understanding that top talent will likely have multiple offers.

Identify at least two and possibly three candidates to extend offers to.

Time elapsed between interviews and offer reduces the chances of success

Prepare stakeholders at every level to act together, timely and in a compelling manner when offer acceptance can be achieved.

WE CAN HELP



ENGAGE BRAINWORKS

BrainWorks is a prominent boutique executive search firm offering a 30-year track record of successfully sourcing and placing top talent. By harnessing proven strategies, collaborating with stakeholders and leveraging a diverse and talented candidate network, BrainWorks helps businesses find, attract, and ultimately hire talented professionals that create differentiated results.

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