

HOW WE PLAYED A CRUCIAL ROLE IN A MEDIA - TECH STARTUP'S GROWTH JOURNEY TO BECOME A LISTED ORGANISATION

CLIENT BRIEF

- Our client was seeking a dynamic expansion of business across regions and business services post their getting strategically funded by firms like Microsoft & D2 Communications.
- The expansion plan included launching a new venture and acquiring businesses in the mobile ecosystem within APAC

Global technology company with a proprietary consumer intelligence platform that transforms ads into recommendations helping marketers to effectively identify, engage, acquire and drive transactions with their potential and existing users.



9

Acquisitions



13

Operating Locations

SCENARIO

- Largest diversified mobile and digital media company with operations across Singapore, India, Indonesia, Thailand, Malaysia, UK, US, Australia and China
- Strategic investors include Microsoft, NTT DoCoMo, Bennett Coleman Company Limited and Centurion Private Equity
- Provides comprehensive and innovative solutions that enhance the mobile experience for users and make mobile media a reality

CHALLENGES

1

The client had limited operational experience in Indian market, as the new venture was targeted to address an extremely niche business, the client had bleak brand recognition in the industry

2

With the Media sector in India growing at a significant pace and strongly represented by big global and domestic firms, the opportunity to attract leadership talent to a startup operation was poised against a strong challenge.

3

Also, the cost of acquiring business ventures and talent had to be maintained within a rationalized budget

SOLUTION & IMPACT

APPROACH



The client's requirements were discussed in detail leading to an in-depth understanding of their strategic goals and objectives. Athena dedicated an internal team of consultants, vertical experts and appropriate resources to lead the search & ensure successful delivery



We followed a detailed process of industry mapping, identifying acquisition targets in media sector. We also mapped over 22 firms and 34 top executives from target industry. Additionally, we gathered recommendations and referrals from our extensive network of contacts



A strong pitch book was created for the client's proposition and was represented by our experts to engage with the desired business ventures & top management candidates. Our consultants strongly evangelized the targeted candidates & cooperated against the reservations and exposed them to the opportunities in the proposition.



A meticulous assessment of these candidates as well as the acquisition targets was carried out by our partners keeping the client's requirement as the screening criteria

OUTCOME



Athena successfully completed the leadership searches for CEO, Head of BD & Global Head of Publisher Acquisition well within the desired timelines

The appointed management team consists of few of the most eminent figures in the Indian Media sector and has headed prestigious MNCs in the past

Athena also facilitated an M&A deal for the client in India whereby the client fully acquired on the prospective business recommended by Athena after conducting a thorough business due- diligence

The delivery output has resulted in Athena becoming the exclusive search partner of choice for the client and we continue to support all leadership search mandates for the firm across India, Singapore & Indonesia



Unique portfolio of services covering entire spectrum of Talent Management