

HOW WE ASSISTED AN EARLY - STAGE STARTUP TO BUILD ITS DIGITAL & TECHNOLOGY PLATFORM

CLIENT BRIEF

- Our client is a new age provider of holistic solutions for the body and mind to cope with the exhausting modern-day lifestyle
- They combine science-backed knowledge with AI to build lifestyle enhancing platforms and offers a 360-degree scope designed to explore the world of Health through science-led personalized solution

- Founded by internationally acclaimed nutritionist Luke Coutinho M.D. and business entrepreneur Karan Talreja
- They are an AI-driven Healthtech start-up that designs global, high-quality technology platforms to make scientifically proven traditional methods of healing accessible to everyone at the touch of a fingertip



Health Tech



158 %

Employee Growth

SCENARIO



- The Company was in stealth mode and wanted to on board a CTO to transform it to a Tech Company. The candidate would be the owner of the product as the Chief Technology Officer, together with functional expertise, we were supposed to target tech leaders who were Health & Fitness enthusiasts with a firm belief in the concept of holistic living
- Athena Executive Search & Consulting was retained at a very interesting phase of their growth journey and played an instrumental role in on boarding this Senior Executive

CHALLENGES



1

The client had limited brand recognition in the industry since it was in stealth-mode

2


The opportunity to attract leadership talent to an organization that was at a nascent stage of growth posed a strong challenge

3

Limited availability of talent universe, since we were looking for a Leader equally aligned to the concept of Holistic Wellness with strong attributes comparable to an Entrepreneur


SOLUTION & IMPACT


APPROACH

 A comprehensive research exercise was conducted by a dedicated team of consultants and vertical experts at to successfully achieve the goals and objectives of the client

We executed a detailed process of mapping candidates with following strategies:

- CTO from start - ups who had built platforms from scratch
- CTOs with entrepreneurial background
- Targeting Start - up companies with strong platforms
- Targeting Companies with platforms that have gone through transformations recently
- Targeting Tech leaders with a strong alignment with the concept of Holistic Wellness

 Athena mapped 40-50 top executives for the role and created a very strong EVP pitch book covering the role and client organization.

 This was a challenging mandate since the client was in stealth mode and we were mandated to present stalwarts from within the start-up's ecosystem. In addition to the functional experience, our team of Consultants captured evidence-based indicators highlighting a candidates' belief in the concept of Holistic Wellness and alignment with Founder's long-term vision for the company

OUTCOME

Athena successfully on boarded the CTO from India's largest mobile entertainment platform. This company had recently launched it's IPO on the Bombay Stock Exchange

The candidate had much higher offers from two global Informational Technology companies, but the team at Athena was successful in aligning his future career aspirations to the role and growth prospects of the client

The candidate was someone who had built the tech platform of his last company from scratch and expanded its operations globally. He is working alongside other co-founders Karan Talreja and Luke Coutinho and is a key member in the leadership team



“ Unique portfolio of services covering entire spectrum of Talent Management