

Case Study



By partnering with Pivotal Exec Search team, TripAdvisor leaned on Pivotal's deep expertise in Marketing developed through 9 years of experience to successfully hire a VP Traffic.



Position: VP of Traffic

TripAdvisor, a global travel giant, hosts diverse tech ventures. Operating in 50+ markets, they draw 500 million visitors monthly. Their data-driven, forward-looking approach fuels dominance. A cutting-edge marketing unit spans media, engineering, analytics, backed by fervent belief in their mission.

Challenge

In response to the pandemic's impact on the travel industry, the company found itself necessitating strategic adjustments to ensure continued growth. A pivotal component of this restructuring involved the recruitment of a new VP of Traffic for the Viator brand, which represents the highest value and fastest growing segment within the company's portfolio. Given the confidential nature of the role, which reported directly to the senior leadership team, a discreet approach was essential to manage internal stakeholders' expectations while finalising details. The internal talent team was constrained from conducting a public search due to these dynamics and lacked access to the required talent pool. Given TripAdvisor's data-driven ethos and digital marketing's central role in their expansion, this position assumed paramount importance for the company's continued success.

Solution

Initiated with a F2F meeting involving the UK recruitment team and US hiring manager, the process unfolded effectively:

- Recognising distinct technical requirements, a targeted list of companies and profiles was generated.
- An outreach strategy was meticulously devised, led by Pivotal to ensure confidentiality.
- Precise screening questions were collaboratively designed for accurate candidate qualification and interview alignment.
- Regular progress calls provided updates on search status, pipeline progression, and inclusive initiatives.
- Transparent two-way communication was upheld throughout each stage.
- Pivotal assumed charge of offer management, collaborating seamlessly with HR on contract-related matters.

Results

Using Pivotal's 7-Step Search methodology, TripAdvisor were able to identify and secure a new VP Traffic in 4 weeks.

The partnership with Pivotal, has been second to none. I would describe the advice, consultancy and communication when partnering with Pivotal as being exceptional, and they have truly proven themselves to be experts in the area of Performance S Growth Marketing when hiring top tier talent. We certainly do not partner with agencies as default, and generally it is not something I enjoy doing; but when working with Pivotal it has frankly been a joy.



Candidates Screened

45



Interviews

13



CV Sent

4



Hires

1

