

# Addison Group placed executive-level marketer at nationwide residential homebuilding company

A privately held, nationwide residential homebuilding company needed an executive-level marketer to flag performance issues across their markets and develop growth initiatives.

## Challenge

A privately held residential homebuilding company needed to find an expert candidate for a newly created VP of Marketing Analytics role. This role required a unique hybrid of deep data engineering skills, marketing leadership experience, and executive presence to influence C-level decisions. The candidate would be responsible for identifying performance issues across US regions and steering strategic growth initiatives.

## Solutions

The client had a successful working relationship with Addison Group in the past, so they trusted our ability to execute on high-stakes searches. They needed a dedicated partner who would go beyond surface-level talent, investing the time and rigor to identify and vet hundreds of potential candidates.

Our team launched a national retained search, conducting extensive outreach across B2C and analytics-driven sectors. We maintained close communication with the client through weekly recalibration calls that helped us continually refine the role profile based on client feedback and market response.

## About Addison Group

Addison Group provides comprehensive talent solutions and consulting services across diverse practice areas.

## Areas of expertise

- Finance & Accounting
- Information Technology
- Healthcare
- Human Resources
- Administrative
- Digital Marketing

## Accolades



Forbes America's Best  
Recruiting Firms 2025



We balanced finding candidates with a technical fit as well as cultural alignment to ensure long-term success with the client. After a four-month search process, we placed a strong candidate from a cutting-edge B2C organization who was looking to elevate their career. Four years later, they remain in the role, having made measurable contributions to business strategy and performance optimization.

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## The Addison Group difference

We know that great teams start with great people.

That means we focus on quality, not quotas. It means that we're laser-focused on seeing candidates beyond their resumes to understand their goals and make sure they align with your mission. And it means working with you to get detailed insights into your teams so we can find people who fit, not just who's available.

No one gets talent like Addison Group.®

## We'll do our best work, so you can do yours

Our Information Technology Talent Solutions practice provides tailored support with contract, contract-to-hire, permanent placements, and executive workforce solutions.

Let's talk.