

Case study



Client: **The Nature Conservancy**
Service: **Exclusive Executive Search**
Role: **Associate Director of Development, Asia Pacific**
Successful appointment: **Mike Liu**

Founded in 1951, The Nature Conservancy (TNC) is one of the largest conservation organisations in the world with a mission to conserve the lands and waters on which all life depends. TNC is committed to a culturally diverse workforce throughout its global office network.

Challenge

TNC needed to strengthen its Asian donor network with the appointment of an Associate Director of Development, Asia Pacific, based in Sydney, to meet fundraising objectives, collaborate with the Asia Pacific team and travel to the Asia Pacific region. The ideal candidate profile was very specific with rare skillsets, including the requirement to be a native Mandarin Chinese speaker.

The ideal candidate also had to have an in-depth understanding of donor development strategies and proven revenue generation or fundraising experience. In addition, TNC required an experienced client relationship manager who had nurtured relationships to deliver positive financial outcomes with a strong finance background.

Solution

TNC approached NGO Recruitment Asia Pacific with this challenging assignment given our proven international search capabilities and proficiency in Mandarin. We designed an advertising strategy targeting relationship managers in Australian banks and financial institutions, Mandarin-speaking NFP professionals and fundraising executives. Very few candidates met all the criteria for this position. Our extensive search process made sure we uncovered and screened all potential candidates.

Results

2-month executive search campaign
- from brief to placement

100 applications

Shortlist of six senior candidates all selected for interview

Mike Liu, a native Mandarin speaker and Chartered Financial Analyst, was successfully appointed

A strong client relationship manager with leading financial institutions and familiar with both the NFP and corporate sectors, Mike was the ideal candidate and continues to thrive in his role

"Mike is a wonderful member of the team. We adore him and are all making a tremendous effort to help him through CRM training, understand our complex conservation programs and the TNC culture. An enormous thank you."

– MARLA EDWARDS, THE NATURE CONSERVANCY

"Lois is a very professional recruitment specialist. She followed up closely and organised all interviews effectively."

– MIKE LIU, ASSOCIATE DIRECTOR OF DEVELOPMENT, THE NATURE CONSERVANCY

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