

## VP IoT Networks



### The Challenge

SIGFOX was expanding into North America to build a new IoT network and the CEO, whom we have worked with previously wanted an entrepreneurial candidate who could get things moving efficiently, was a go-getter who thrives in uncertainty and bring a positive, proactive attitude. Independent, self-motivated, and organized with great communication, analytical and organizational skills



Boston, MA

### The Solution

Through the Discovery Step, we recognized the need for a hands-on leader who could define / design network rollout strategy and detailed implementation plan with the optimized mix of towers, billboards and rooftops to meet network coverage and financial goals. At the same time, he/she must be able to recruit and manage the network deployment and operations team and create financial models that accurately represent the overall business and key contracts plus own the network P&L in the US.



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### The Results

After compiling survey information from the principals involved, we determined a highly results oriented and adopt an assertive, commanding leadership style of candidates should possess a very focused and unwavering desire to achieve, stepping up to take charge. We identified 74 potential candidates; drilling down to just 3. We detailed both RAN deployment and network design/development (startup phases in particular); detailed the candidates' financial modeling techniques used including budget and P&L performance. . Those final 2 were neck and neck. From start to finish this Internet of Things VP search took less than 90 days.

### The ROI

- CEO stated candidate was one of best ever hired
- Exceeded expectations by developing strategy ahead of schedule
- Targeted and began building networks in 27 MSAs, despite a limited and decreasing budget from Europe HQ.