



## Passion Drives ibr Search to Help Client Reimagine Its Business

### Organizational Whiteboarding/Multiple Executive-level Searches Prominent Midwest/Mid-Atlantic Developer-Owner

After decades of high acclaim and financial success, one of the most prolific, multi-family developers in the country was at a crossroads: "Do I continue to do this for another 20 years 'as-is,' or do I do something remarkable and follow my passion?"

In choosing to do something remarkable, the developer built a world-class hospitality-based customer service model to enhance the residential rental experience in their communities. This included creating new property concepts (site location, design, footprint, amenities), as well as the global branding and marketing of this new model.

As the luxury/boutique hotel industry rapidly evolved, ibr Search worked for many months in private counsel with the CEO about this innovative concept. The process included a healthy debate between leading apartment industry competitors and aspirational boutique hotel operators. Once the concept was decided upon, the ibr Search principal and the CEO helped prepare the senior leadership team to onboard the inevitable new hires and integrate them appropriately into the new corporate structure.

This has been an ongoing engagement for ibr Search. Using our experience in traditional multi-family and hospitality sectors, we've conducted searches for chief marketing and brand officer, chief development officer (hospitality), and chief people and culture officer (hospitality), with additional subordinate hires forthcoming as the company grows.



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