

Unlocking Growth: How Cherry Talent Group Helped a High-End Cabinetry Business Double Production with the Right Project Manager

BACKGROUND

A luxury, high-end custom cabinetry company based in Northern California, with 30 years of experience in both residential and commercial projects, has the opportunity to claim more market share. Known for delivering premium, custom cabinets, the business recently expanded by building a new production facility. However, despite this growth, the owner faced challenges in scaling the business due to a lack of project management support, which resulted in production delays and long lead times for clients.

CHALLENGE

The owner, a highly skilled craftsman, was managing all aspects of the business alone, including production and client relations, causing him to feel overwhelmed.

Clients were waiting months for their cabinets, and despite having the capability to double production, the business was held back by the absence of an experienced project manager.

For months, there was an open search for project management help but the owner struggled to find candidates with the right experience. Previous hires lasted only a short time, failing to meet the needs of a fast-paced, high-end custom business.

Pain Points:

- Slow production times and long client wait periods
- Overworked owner with no time for family or hobbies
- Difficulty finding and retaining qualified project managers
- The need for a specific skill set to manage high-end, custom cabinetry projects

AT A GLANCE

Cherry Talent Group secured a highly skilled project manager in just six weeks, enabling a luxury cabinetry company to double production and reduce lead times.

RESULTS

Business is positioned to meet increased demand and double production.



Suman Cherry, CEO



SOLUTION

Cherry Talent Group implemented a multi-faceted approach to address the issue of finding the right project manager to meet business demand and fit the company culture and clientele.

- **Recreated the Job Description:** We worked closely with the owner to clarify the specific qualifications, experience, and personal traits necessary for the project manager role. This helped ensure we were looking for the exact type of candidate who could thrive in a luxury, high-end environment.
- **Targeted Job Search:**
 - We posted the position on over 25 job sites.
 - Sourced over 1,000 profiles and resumes.
 - Conducted 3 hours of passive searching daily through various platforms to identify top candidates.
- **In-depth Interviews:** We meticulously interviewed candidates, focusing on their custom cabinetry experience, project management skills, and compatibility with a high-end luxury brand.
- **Competitor Research:** We broadened our search across California, targeting potential candidates from competitors, seeking someone who had the right combination of experience and ambition.
- **Constant Communication and Flexibility:** Throughout the process, we stayed in continuous contact with the owner, making adjustments based on feedback and ensuring our search aligned with his needs.



We are delighted with the seamless integration into our team and the immediate impact he has made on our projects. His skillset and experience align perfectly with our requirements, reflecting the precision and understanding with which Cherry Talent Group operates.



Suman Cherry, CEO



RESULTS

Within six weeks, we secured an experienced custom cabinet project manager who was not actively searching for a new role. Through our passive efforts, we found someone eager to contribute to a growing and thriving company.

The new hire brought immediate value, allowing the owner to focus on scaling the business, reducing production lead times, and improving overall client satisfaction.

This strategic hire not only alleviated the owner's stress but positioned the business for growth, with the capacity to meet increased demand and double production.



I wanted to extend my sincere thanks for your exceptional work in helping us find our current project manager. Your professionalism and dedication throughout the recruitment process were truly impressive.

KEY TAKEAWAYS

- Clarifying the job description and employing targeted sourcing efforts are essential for finding the right talent.
- Persistence and passive search strategies can reveal hidden, ideal candidates.
- Maintaining open communication throughout the recruitment process ensures alignment with client needs, leading to successful hires.



Suman Cherry, CEO