

Pure Barre Case Study

Pure Barre Works with **Recruiting Firm Global Talent Solutions** to Assemble Entirely New Franchise Executive Team and Grow the Brand

Overview

When Pure Barre was acquired by Xponential Fitness, the company relocated the corporate headquarters to Orange County, CA.

Previously, members of the corporate team were dispersed across two offices in different time zones, while others were strategically spread throughout the United States.

The company needed to build a completely new executive team while maintaining a 520+ location footprint of franchised and corporate locations.

Pure Barre was also holding its annual convention just two months after the acquisition.

“Essentially, I had five weeks to assemble an entirely new team,” said Sarah Luna, President of Pure Barre. “I needed to have a team on stage with me when we showed up in front of more than 400 franchise partners.”

About Pure Barre

Since 2001, Pure Barre has been leading the way not only in barre, but boutique fitness more broadly, thanks to the brand’s proven technique, high-energy atmosphere, passionate franchise base and dedicated corporate team.

Pure Barre began franchising in July 2009 and has since exploded in popularity. Today, Pure Barre is the largest and most established barre franchise across North America, with more than 580 studios and more in development.

In 2018, Pure Barre became part of Xponential Fitness’ family of brands, which has positioned it for further expansion and world-class expertise.

Snapshot



12 new executive hires



5-week time to fill



+36% YOY system-wide studio sales

Solution

Pure Barre partnered with Global Talent Solutions (GTS), a leading franchise executive search firm, to achieve its corporate recruiting objectives. Having successfully staffed executive

leadership positions for six other franchise brands within the Xponential Fitness portfolio, Global Talent Solutions already understood the Xponential Fitness culture and business model.

Global Talent Solutions Strategy



Gain a comprehensive understanding of their current and future needs, challenges, pain points and the ideal timeline.



Define the exact backgrounds, skill sets, accomplishments, industry experience and personality types necessary for an individual to thrive at Pure Barre.



Cultivate a list of over a hundred candidates per position by engaging their team of researchers, outreach specialists, and executive recruiters, leaving no stone un-turned.



Engage with franchise industry leaders, influencers, and former candidates with whom the company had already established relationships, enabling them to uncover additional, often inaccessible prospects.

“It’s a huge challenge to build a company while not slowing down growth, but that’s exactly what Global Talent Solutions made possible for us.”



Sarah Luna

**President of
Pure Barre**

Results

For Pure Barre, the top priority was to assemble a best-in-class executive team that would drive support for the system of franchisees, while also helping the brand grow. Global Talent Solutions delivered:

- **12 new hires** – The first four hires were a Chief Marketing Officer, Vice President of Digital Marketing, Vice President of Sales and a National Sales Director - in addition to 8 other integral positions filled.
- **5-week time to fill** – These individuals were all recruited and brought on board within five weeks through the partnership with Global Talent Solutions.
- **36 percent year-over-year increase in system-wide studio sales** – Franchisees enjoy an additional layer of support from the Pure Barre corporate team and therefore operate more effectively at the studio level.

Pure Barre attributes this success to Global Talent Solutions’ ability to build such a strong, supportive corporate team.