

# MassageLuXe

## Case Study

Franchise Executive Search Firm **Global Talent Solutions (GTS)** Sources Chief Growth Officer to Help Massage Franchise Achieve Over 265% Unit Growth by 2025



### Overview

Mark Otter, President and CEO of MassageLuXe, was looking to propel his emerging wellness-focused franchise into a rapid growth phase, expanding the brand's footprint by nearly 200 units within a five-year time frame.

To reach this objective, MassageLuXe needed executive-level talent with experience in franchising and data-driven marketing. This individual would need to parlay these skills to attract new franchise candidates while also supporting existing owners by helping to improve unit-level economics – bolstering the validity of the franchise concept.

### About MassageLuXe

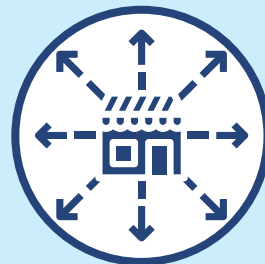
MassageLuXe, founded in 2008 in St. Louis, Missouri, is a fast-growing spa franchise with a mission of delivering the highest quality massage while providing a comfortable, relaxing and luxurious environment to clients.

The franchise is well rooted across the United States and is growing fast. The company aims to grow from 68 units in 2020 to 250 locations across the country by 2025.

### Snapshot



**Time To Fill Reduced By 75%**



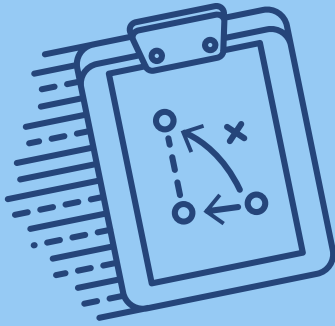
**On Pace to Reach 250 Units by 2025**



**Multi-Dimensional, Dynamic Leader**

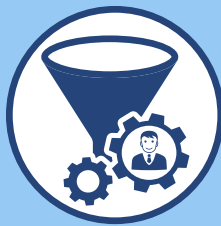
# Our Solution

Otter sought out Global Talent Solutions (GTS) because of its acclaimed reputation in the franchise industry for recruiting and building award-winning leadership teams.



The GTS team worked with Otter to understand and develop the brand's immediate and future organizational roadmap, reporting structure and functional needs to successfully grow the organization's footprint and revenue. Through this process, Otter recognized the need for a leader with the capacity to oversee multiple departments, with a combination of skills, including mastery of data and analytics, customer experience management and franchise development strategy. It was determined the role MassageLuXe needed to fill was a Chief Growth Officer.

The GTS research team assembled a list of more than 100 potential candidates who possess the qualifications and experience necessary to propel an emerging franchise brand into rapid growth. These individuals were engaged by the GTS outreach team via email, phone, text and social channels up to 10X each (1,000+ total touchpoints), leveraging messaging that positioned MassageLuXe as the employer of choice in the health and wellness franchise space. GTS ensured all candidates understood the amazing opportunities offered by joining this rapidly growing brand and the positive impact it would have on their careers.



After attracting 80+ candidates who were interested in exploring the opportunity, only 18 passed GTS's detailed screening process. Of those, the top 10 were shortlisted and introduced into to the MassageLuXe interview pipeline. MassageLuxe ultimately identified the ideal candidate and brought the Chief Growth Officer on board.

"As we started down the path to hire a Chief Growth Officer and, ultimately as we build, GTS has been a great help in the process. Their team does a tremendous job of sourcing candidates, vetting them and pinpointing the right fit – those in franchising with the experience and expertise in helping brands grow."



**Mark Otter**

*President and CEO  
of MassageLuXe*

## Results

- **Time To Fill Reduced By 75%** – The average time to fill an executive role in the franchise segment is roughly 90 days. By working with a franchise executive search firm like GTS, MassageLuXe was able to find their ideal candidate in less than 30 days - sparing the franchisor from wasting substantial time and money.
- **On Pace to Reach 250 units by 2025** – It was imperative that the Chief Growth Officer bring a proactive mindset to the role in order to achieve an aggressive growth goal. This meant being responsive to economic circumstances, active franchise development markets across the country and consumer behavior as it relates to a membership business model.
- **Multi-Dimensional, Dynamic Leader** – MassageLuXe's Chief Growth Officer brings an extensive background in the personal wellness segment and will step up to be the face of growth. She has a strategic understanding of data-driven digital marketing, showcasing the ability to bring clients to the spas but also to build the funnel for franchise sales growth.