

# Scenthound Case Study



## Franchise Executive Search Firm Global Talent Solutions (GTS) Sources VP of Franchise Development for Rapidly Growing Pet Care Brand

### Overview

Scenthound is on a steep upward trajectory, having sold 31 units within 16 months of launching its franchise opportunity. The brand is aiming to award 100 additional units within 2 years of introducing the franchise through multi-unit expansion. To achieve this goal, the pet care franchise needed an experienced franchise development professional with a proven track record of helping brands grow by triple digits within an accelerated time frame.

### About Scenthound

Founded in 2015 and franchising since 2019, Scenthound is a wellness-focused, membership-based dog grooming business that is focused on preventive care for dogs.

The Florida-based dog care brand has grown from a single van to multiple brick-and-mortar locations, with over 30 open and signed locations.



Reinvigorated Franchise  
Development Strategy

5 Months to a Full  
Franchise Sales Pipeline



35 Additional Units To Be  
Awarded within 6 Months

Snapshot

# Solution

Scenthound CEO Tim Vogel sought out Global Talent Solutions (GTS) because of the executive search firm's proven, documented success with high-level placements within the franchise industry

GTS assessed Scenthound's organizational chart, expansion plans and identified criteria for cultural alignment. The firm worked with Vogel to understand the brand's short and long-term organizational needs and identified a Vice President of Franchise Development role as the top priority hire.

# Process

GTS researched and identified a list of more than 100 qualified professionals capable of propelling an emerging brand through a period of rapid, multi-unit growth. The firm's team engaged candidates via email, phone, text and social channels up to 10X each (1,000 individual touchpoints) – positioning Scenthound as an employer of choice within the franchise space, immediately capturing potential candidates' attention and inspiring them to further explore the opportunity.

After a comprehensive screening and interview process, GTS presented a shortlist of the top 7 highly qualified executive candidates, ultimately introducing the ideal candidate who was brought on as Vice President of Franchise Development for Scenthound.

*"As we continue to expand, this hire will allow us to create an organic, in-house franchise development department so that we can continue growing through the partnership of excited and qualified franchisees."*



**Tim Vogel**

*Founder and CEO of Scenthound*

# Results

## Reinvigorated Franchise Development Strategy

Within a few months, the new Vice President completely restructured Scenthound's franchise development strategy from the ground up, including the selection, setup and integration of a new customer relationship management (CRM) platform.

## 5 Months to a Full Franchise Sales Pipeline

Over the course of 5 months, Scenthound's lead flow has been significantly accelerated and their development pipeline is full.

## 35 Additional Units To Be Awarded within 6 Months

Scenthound is now on pace to sell an additional 35 units within the first six months of hiring the new Vice President through GTS.