

## CASE STUDY: ESCENTS



### THE CLIENT

For over 20 years, Escents has been an accessible, premium indulgent brand leading in aromatherapy and wellness. Escents has been a true leader in delivering 100% natural products made with the highest quality ingredients.

Jacqui MacNeill founded Escents with the belief that everyone should feel good – body and mind. Having grown from a single kiosk location, Escents is now a thriving international company with ten retail locations in British Columbia, one in Alberta, and 40 in Asia.

### THE CHALLENGE

Escents is a highly entrepreneurial owner-operated business that was going through rapid growth both nationally and internationally. Having grown from a small startup, Escents was lacking structure in its management levels to support increasingly high demand. Founder, Jacqui MacNeill, was taking on the bulk of operational responsibilities and wasn't able to focus on what she does best – being the visionary who drives the business forward.

### HOW WE HELPED

Jacqui originally approached The Headhunters with a single search for an Accountant, but after a more in-depth consultation we agreed that there were greater issues that needed addressing. Over the past 2 years The Headhunters have placed 10 of Escents' key roles across a range of divisions, from sales and marketing to accounting and supply chain. With a big focus on both protecting and elevating the company culture, we were able to provide Jacqui with a supportive and proactive team to keep her business growing.

### TESTIMONIAL

*"The Headhunters have been an important strategic partner for Escents throughout the years. When it comes to hiring management positions, I trust The Headhunters to take the stress out of hiring and find the right people for my team. From accounting to sales, marketing to supply chain, we have hired key positions throughout Escents by using The Headhunters. The people they have recruited for us have raised the bar on our performance and productivity, and have had a huge positive impact on our culture. We owe The Headhunters a big thank you for being such an integral part of our success!" – Jacqui MacNeill, President & CEO, Escents*