



Confidential Early Stage Startup • Series A • Healthtech

Upleveling a Healthtech Startup Executive Team

Helping a healthtech CEO complete key operational hires and scale up startup operations

Executive Summary

Challenge

Opportunity

Approach

Impact

Team

This case study explores the strategic collaboration between Cedar, a global leadership consulting firm, and a confidential Series A healthtech startup focusing on hiring a Chief of Staff and Director of Operations to support the executive team’s rapid expansion and increased operational complexity.

SECTOR

- Healthcare
- Software

SERVICES

- Leadership Assessment
- Executive Coaching
- Executive Search
- Organizational Design

Executive Summary

CHALLENGE

A highly profitable Series A startup had achieved product market fit and a significant growth trajectory. This led to increased operational complexity that demanded more of its leadership team. Executives were caught up in the day-to-day, pulling them away from strategic projects that actually grew the business.

OPPORTUNITY

The CEO seized the opportunity to hire an exceptional Chief of Staff to act as their true right hand, while taking over key responsibilities that helped the founding team operate more efficiently as they scaled the business. Along the way, the Director of Operations was deemed not a fit and let go from the firm, necessitating their replacement hire.



Executive Summary

STRATEGIC INITIATIVES UNDERTAKEN

Central to this transformation was evaluating the current state leadership operations, hiring a skilled Chief of Staff, delivering targeted executive coaching and hiring a replacement Director of Operations.

POSITIVE OUTCOMES ACHIEVED

The initiatives led to decrease in unnecessary meetings and improved decision-making. More time was dedicated to faster execution of strategic GTM projects that continued the startup's growth.



Challenge

The Context

The healthtech startup was in the middle of a significant growth spurt. Their proprietary software was a hit with personal trainers and online coaches who needed to manage and train thousands of clients. With this growth came new problems, particularly around increasing customer retention and driving down the cost of customer acquisition.

The Ask

When the CEO committed to streamlining startup operations, they partnered with Cedar to help design the roles for two key operational hires and help with the search.

The Issue

The startup operated in a remote-only environment, but the CEO was thinking of establishing a SF office with an in-person concentration of talent. Later on, it was established that the current Director of Operations was not a cultural fit for the startup, and needed to be replaced.

The Stakes

This project was especially critical for the startup, as recent board meetings had increased the pressure on achieving growth targets.

The startup's expansion into a new in-person location also was a new initiative that required nuanced consideration the impact on culture and the team's ways of working.

Opportunity

The founder team already felt overextended by their current workload. The executive team struggled to focus on strategic priorities and often found themselves entangled in operational work.

During the leadership assessment and also executive coaching, Cedar found that the startup had poor project management and projects were not properly delegated. Later on, the Director of Operations was deemed not a cultural fit - a net energy negative as opposed to net energy positive contribution to the leadership team.

Development areas

Poor project
management

Unclear delegation

Leadership team
mismatch

The startup faced a critical opportunity to address these specific issues and their underlying drivers to create stronger ways of working, preparing for significant hypergrowth in the years ahead.

Approach

LEADERSHIP ASSESSMENT

Cedar delivered a targeted leadership assessment to understand how the CEO operated in the day-to-day. We ultimately identified bright spots and polish opportunities.

CHIEF OF STAFF SEARCH

Cedar developed a customized Chief of Staff role, built out the ideal candidate profile and tailored interview scorecard. Cedar interviewed dozens of candidates, resulting in a successful hire.

EXECUTIVE COACHING

Cedar provided coaching for the CEO and their Executive Assistant and built personalized CEO protocols to optimize executive time, energy, and focus. Once the protocols were designed, Cedar trained the Executive Assistant on implementation.

DIRECTOR OF OPS SEARCH

Cedar developed a customized Director of Operations role, built out the ideal candidate profile and tailored interview scorecard. Cedar interviewed dozens of candidates, resulting in a successful hire.

Impact

↓ Less time in meetings

↑ Increased speed to execution

↑ Faster decision-making

↑ On-time project completion

Client satisfaction survey results (average score among C-suite respondents on 0-5 scale):

4.5 Satisfaction with level of knowledge and expertise demonstrated by Cedar team

5.0 Overall satisfaction with Cedar engagement

5.0 Likelihood of recommending Cedar services to others

“Cedar helped us uplevel
operations across our entire
company.”

Series A Healthtech Startup
CEO

Our Team of Experts

Our consulting team helped the executive team become fast and fearless leaders.



Mackenzie Lee
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