

Executive Hire & Brand Solution

Rebuilding Leadership & Employer Brand After Federal Investigation



Client Overview

Major Managed Health Care organization facing severe reputational and operational disruption following a federal investigation related to Medicaid fraud. 4C4ward was retained six months after an FBI raid to stabilize leadership, rebuild trust, and restore organizational credibility.

The Challenge

- Severe reputational damage following federal investigation
- Erosion of corporate morale and internal confidence
- Vacancies and instability within the executive suite
- Inflated third-party executive search costs
- Damaged employer brand impacting talent attraction
- Extended executive time-to-fill during a critical recovery phase

Diagnostic Assessment

N4 conducted a comprehensive review of executive hiring processes, employer brand perception, third-party search utilization, and internal Talent Acquisition structure. The assessment revealed fragmented executive recruitment strategy, inconsistent onboarding, and lack of alignment between leadership hiring and recovery objectives.

Strategic Intervention

1. Executive Suite Rebuild: Led restructuring and targeted hiring across key executive functions including IT, Strategy, and Legal. Aligned leadership recruitment with enterprise stabilization priorities.
2. Talent Acquisition Leadership & Process Optimization: Managed and restructured the internal Talent Acquisition team, implementing disciplined executive search processes and standardized onboarding protocols.
3. Employer Brand Repositioning
Rebuilt the organization's employer value proposition to counteract reputational damage, improve candidate confidence, and restore market credibility.
4. Cost Control & Search Firm Optimization
Reduced reliance on high-cost third-party search firms through internal capability strengthening and performance-based recruitment execution.



Measurable Results (18-Month Impact)

- Significant improvement in executive time-to-fill
- Dramatic reduction in third-party search firm costs
- Rebuilt executive leadership bench across critical functions
- Improved corporate morale and internal confidence
- Elevated executive perception of Talent Acquisition across departments

Enterprise Impact

4C4ward received numerous internal accolades for leadership across IT, Strategy, and Legal functions. Executive perception of the Talent Acquisition function improved exponentially, transforming it from an administrative cost center into a strategic enterprise partner.

Following leadership stabilization and brand recovery, the Managed Health Care organization reestablished its market position and later became part of a Fortune 100 company.

Executive hiring is not transactional. In crisis environments, it becomes the foundation of institutional recovery.