

Case Study:

How One Lender Fixed a Three-Year Hiring Problem in 60 Days

Executive Summary

For three years, a residential mortgage lender cycled through marketing leaders who looked right on paper but failed to deliver lasting results.

As turnover mounted, key initiatives stalled and internal confidence eroded. The issue was not a lack of talent. It was a misaligned search strategy.

Huffman Associates was engaged to reset the process. What followed demonstrates how a disciplined, market-driven approach can unlock the right leader and restore momentum at a critical inflection point.



The Challenge

A residential mortgage lender struggled for more than three years to fill a critical Director of Marketing position. Relying on internal referrals and personal networks, the company cycled through multiple hires who each exited within 12 months.

What the company initially thought was a “people issue” was in fact a misalignment between candidate capabilities and the evolving demands of the business, which required a leader fluent in modern digital strategy, data-driven marketing, and cross-functional execution.

The business impact was significant:

- Delays in hiring could stall licensing approvals and regulatory clearance.
- Technology implementation timelines were dependency on leadership sequencing

**Unclear
expectations**

**Inconsistent
metrics**

**Unfinished
systems**

The Solution

Huffman Associates was retained to reset the search with a disciplined, market-driven approach. Rather than relying on the client's informal network, we conducted a national market map to identify leaders with:

- Proven experience elevating marketing at fast-growing or rapidly changing lenders
- Strong collaboration skills across sales, operations, and executive leadership
- A track record of building scalable, measurable marketing programs

We partnered closely with the CEO and COO to refine the role scope, success profile, reporting structure, and early KPIs — ensuring all stakeholders were fully aligned.



“ We developed a national market map and partnered closely with the CEO and COO. ”

The Outcome

Huffman Associates completed the search in under 60 days from intake to accepted offer.

The selected leader has since delivered immediate and measurable results, including:

- A unified brand strategy adopted enterprise-wide
- Successful relaunch of CRM and marketing automation systems
- Renewed confidence in go-to-market execution

This engagement shows how a structured, data-driven search process, supported by deep industry knowledge, can correct years of misalignment and place a leader who can fundamentally change the trajectory of the organization.

60

Days from search to
offer accepted

CRM

And marketing
automation relaunch

Brand

Strategy adopted
enterprise-wide

Ready to Solve Your Leadership Problem?

The difference between a good hire and the right hire is rarely luck. It is process, clarity, and disciplined market evaluation.

If your organization is facing repeated turnover, stalled initiatives, or uncertainty around a critical leadership role, it may be time to reassess how the search is being conducted.

Huffman Associates partners with residential mortgage lenders, private lenders, and financial services firms to define the right leadership profile, map the competitive talent landscape, and place executives who drive measurable impact.

Let's start a conversation about the leadership challenge you are trying to solve.

Contact Us Today

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