

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CHIEF GROWTH OFFICER

1	Can you describe your experience in developing and implementing growth strategies?	1 2 3 4 5	
2	How do you stay informed about market trends and customer needs, and how have you used this information to shape your strategies?	1 2 3 4 5	
3	Can you provide an example of a challenging situation you faced in your previous roles related to growth, and how you overcame it?	1 2 3 4 5	
4	How do you measure the success of your growth initiatives, and what key performance indicators (KPIs) do you consider most important?	1 2 3 4 5	
5	Describe your experience with data analytics tools. How have you leveraged data to drive decision-making in your previous positions?	1 2 3 4 5	
6	How do you ensure alignment and collaboration across different departments, such as marketing, sales, and product management, to achieve growth objectives?	1 2 3 4 5	
7	What role do you believe customer feedback plays in shaping your growth strategies, and how do you collect and incorporate that feedback?	1 2 3 4 5	
8	Can you discuss a successful partnership or alliance you developed, and how it contributed to the company's growth?	1 2 3 4 5	
9	How do you approach risk management when exploring new business opportunities? Can you provide an example?	1 2 3 4 5	
10	What qualities do you believe are essential for a successful Chief Growth Officer, and how do you embody those qualities in your leadership style?	1 2 3 4 5	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	

CRITERIA	SCORE (1-5)	NOTES
Communication Team building and communication skills.	① ② ③ ④ ⑤	
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.