

Head of CRM Consultancy – Consumer Insight

Background

A small, well-established company which provides marketing insight consultancy and related software products was at a crucial stage of development. They needed to release their Managing Director from the consultancy role he had been filling in order to concentrate on the next round of venture funding.

The Assignment

The appointment was time sensitive and key to the growth of the company, with the successful candidate working closely with all areas of the business and reporting directly to the MD. Whilst not a board appointment, it was envisaged that this would be a natural progression within a short space of time. Furthermore the consultant needed to be very experienced with the potential to grow a highly respected team, yet the company might appear unattractive as it was still very small with only 15 employees and could not compete with the big salaries offered by others. It proposed overcoming this by providing options based on both individual and company performance.

The recruitment process therefore had to (a) be strictly confidential to avoid competitors realising the potentially fragile stage of the business, (b) overcome any reluctance from the best candidates due to size/prospects and (c) be completed swiftly. Search offered the best methodology to answer these issues and a highly targeted approach was made to individuals with high profiles in successful larger companies. In addition an extensive referral network was used to identify potential candidates who might not otherwise have considered a move.

This delivered fast results and a short list was provided to the client within 20 working days of being instructed. It included interviews which established core competences as well as investigating the practical delivery of consultancy and solutions to varieties of differing clients. All candidates recognised the opportunity to be part of the company's growth but also recognised the risks involved in joining such a small player. Four high-calibre candidates were short-listed and the opportunity to directly discuss and allay their fears was a major success of the search process.

The Result

The successful candidate joined the company one month after the interview, a highly respected consultant from a major competitor who regularly speaks in seminars and conferences. He provided the gravitas and exposure the company needed, whilst the company give him a new opportunity to share in its success.