

Global Media Business - Head of CRM

Background

The Client, a global brand and acknowledged leader in direct marketing, was seeking to develop new channels to expand its product and service reach and to unlock the financial potential available from its customer database.

The Assignment

Committed to exploring new methods of driving profitable and incremental revenue the Client required a recruitment solution which would deliver a manager of sufficient experience and stature to grasp the challenge and “hit the ground running”. It was important that the individual should have had previous experience in developing new channels and that they would be capable of establishing a rapport with the various autonomous profit centre Directors, influencing and persuading them to adopt new customer recruitment and retention techniques.

Recognising that a key criterion was to make an appointment within as short a time frame as possible we chose to adopt a combined solution consisting of a Search and national advertising. Our Search was focused within the most progressive membership-based organisations as well as within some of the leading direct marketing agencies. Our advertisement yielded a strong response and, combined with our search candidates, we were able to make an initial selection of 10 candidates for interview. Our objective was to present the Client with as diverse a shortlist as possible containing candidates each of whom, in our opinion, would not only meet the criteria set, but bring a different perspective to the role. Following the second-stage interviews of the 3 shortlisted candidates there was one who was identified as a particularly “good fit” with the culture and senior team. His references were excellent and he was able to negotiate an early leaving date from his previous employer.

The Result

The Client was able to make their appointment sooner than they had anticipated and the successful candidate was delighted to accept a challenge which allowed him directly to apply his pioneering knowledge in a new environment.