

General Manager – Consumer Healthcare

Background

The Client was a small company with a long tradition of success which was looking to develop the consumer health business more aggressively through acquisition. A General Manager who could lead the consumer part of the business forward was a critical success factor.

The Assignment

It was recognised that although the business was small, it's ambition meant that the successful candidate would probably have bigger company experience and be able to bring process and discipline. Many individuals who are highly successful in larger businesses can find the lean, flat structure of a smaller business tough. For this role, marketing skills were key, but good sales experience was also important as was an appreciation of the regulatory issues critical in OTC. The Search involved looking into key OTC companies as well as businesses marketing personal care products throughout the U.K.

The Result

While the shortlist of candidates was very well received, one individual stood out as having both relevant experience of OTC sales and marketing as well as demonstrable success in large and small environments. His references proved excellent and he was appointed to the role. In addition to being a piece of successful recruitment, the exercise also had the effect of raising the profile of the business with key individuals in the OTC marketplace.