

## Sales Director – Friend Media Technology Services

### Background

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Powered by its media and content monitoring system, Friend MTS is at the forefront of internet inspection and protection, servicing some of the largest entertainment and media companies on the planet. In early 2007 the business had reached a critical point in its development, and needed to appoint an exceptional sales director to take advantage of the current market opportunities.

As a small business personality was critical, and a key part of the process was to understand fully the drivers of the whole management team.

### The Assignment

Denise Friend commented – “We had not previously worked with a search firm and were not convinced of the merits of the search process. Friend MTS was at a critical point and we needed to appoint an exceptional sales director to take advantage of market opportunities, but who would have the personality to fit into an exacting and demanding environment. We didn’t just want a good sales person, we needed a new member of the family. Lucy took the time to really get to grips with us as individuals as well as the needs of the business. She didn’t just take a brief; she made suggestions, challenged our requirements, helped us to understand how different types of people would interact with us. She made the process simple, straightforward and transparent, conducting a very broad search in a complex market.”

### The Result

Denise Friend continued to say – “The result was a strong shortlist from which we appointed an excellent sales director who is making a real difference to our business and who we know will be a success. The whole experience was a pleasure and we wouldn’t hesitate in recommending her.”