

Case Study:
EMEA Managing Director for Content Technology Organisation

Situation

Our client consisted of 1200 staff across 9 offices in the United States. Through a recent acquisition by large technology PLC and a continued increase in EMEA sales, the decision was to implement a rapid growth strategy with a particular focus on Europe and emerging markets.

They urgently required a Managing Director to lead the UK office, open regional offices across mainland Europe, on-board key talent and establish the organisational structure for the accelerated expansion.

The individual would need to come from within the content world, have the ability to drive sales, work with the US head office and most importantly must have proven expertise in building an organisation across EMEA.

The US executive team saw the need to partner with a European based search company with a track record of working with senior talent in the content market. Furthermore the client needed immediate access to the UK technology market with a focus on streaming and delivery of content.

Solution

ConSol undertook an extensive research and identification phase focusing on UK organisations that had undergone a period of rapid growth in the media technology client. Engaging with the Senior Vice President, we analysed the skills landscape, researched each target firm and utilised targeted headhunting techniques to contact suitable passive job seekers.

Understanding it is essential to build credibility when speaking with senior industry heavyweights, ConSol created the right pitch and follow documentation to create a strong interest. Our team acted as an extension to the clients business, ensuring target candidates were compelled to consider our clients opportunity.

We presented a short list of 4 candidates within 2 weeks of assignment. ConSol managed the interview process and an employment offer was accepted within 2 weeks.



ConSol Partners

Consulting Solutions in Partnership

Results

- Hiring target achieved on time and under budget
- Over 17 candidates, identified, screened and rejected
- Short list of 4 – all moved to interview stage
- New MD started 8 weeks after initial engagement with ConSol

Value

The net result was that the client was able to achieve their European presence and realise their revenue opportunity.

The partnership methodology with ConSol facilitated a swift response and an accurate shortlist ensuring the client saved time at a key executive level. Furthermore by identifying numerous top level candidates not quite suitable MD position we were able to appoint a leadership team within a few weeks of completing the assignment.

By talking with over 50 executive level individuals we were able to build awareness of our client's successes to the general market in addition to corporate marketing strategies. This helped create a market perception that our client who had only just entered the UK market has delivery capability through increased headcount.