

Delivering High-Quality Candidates At Speed

"We need a marketing team from scratch"

Background

Our client, an International provider of Medical Nutrition supplies was reshuffling its presence on the global markets to become a truly marketing-driven company. In Russia it needed to create, in one project, a full marketing team consisting of a Marketing Director, two General Brand Managers and two Brand Managers.

Our Approach

The project was split between two executive search partners, one was in charge of the Marketing Director search and Spengler Fox was in charge of searching for the remainder of the team.

SpenglerFox was asked to find the four marketing positions in the most efficient way possible, within a very tight timeframe. We came up with a unique solution – to create a marketing 'blitz' to fill all four vacancies at once. The idea was that, within seven weeks, we would have a pool of 15 candidates at two different levels, GBM and BM.

The Result

Two General Brand Managers and one Brand Manager were successfully selected, with one to be added the following month.

In fact, we had sourced such an impressive candidate pool that one of the most senior people was offered the role of Marketing Director. This was not in our remit, but our client preferred this candidate over the ones proposed for the role by an alternative executive search firm.

Following this, SpenglerFox was asked to find a Regional HRD and Regional Finance Director for Russia and CIS. We were also tasked with finding:

- A General Manager Romania, in Romania
- A General Manager Balkans, in Slovenia
- A Marketing Director GCC, in Dubai
- Two more top management roles in Poland and Ukraine.

We organised interviews with some 25 relevant people to find the perfect selection of candidates for our client. The SpenglerFox network swung into action, enabling us to complete the task within the given timeframe with 13 relevant, pre-selected candidates.