

Background and Problem

The company specialises in consumer product testing and conformance.

The UK business had been built by the current Managing Director, who had been backed by a US company wishing to expand its testing and conformance business internationally. It had been recently acquired by private equity who were keen to expand its presence in Europe and exploit its presence in the Far East where it has extensive test house resources.

The UK MD had been made responsible for Europe. He had two immediate priorities : -

- To restructure to a more customer facing organisation made up of three Key Account Teams
- To find an organisation in France ideally as an acquisition or if not for co-operation.

Action taken

- An IIB Recruitment specialist was engaged on a “no win no fee” basis to find a suitable candidate for the Key Account role.
- A French IIB Associate was engaged to make a search of potential acquisition targets in France
 - A list was provided and two candidates identified – one looked significantly better than the other.
 - The preferred target was fully researched through the French Government equivalent of Companies House.

The Result

- Successful recruitment of a Key Account Manager within 3 months.
- The acquisition target approached and a meeting set-up with its MD.
 - Co-operation has been started in France between the two companies.

If you want to find out more about any of the areas covered in this case study and how we can support your business – contact us today.