

casall®

Casall

Case study

New CEO for Casall AB



About the client

- Founded in the early 1980's, in Sweden, Casall is a premium training brand active in the sports industry;
- A family owned business, Casall's owner is still operationally active in decision making and setting the direction of the firm;
- Its product portfolio includes training equipment and a clothing range for men and women;
- The business has a team of 70 employees and approximate turnover of €30 million;
- Casall is currently present in 17 markets with subsidiaries in Finland, Denmark, Norway and Germany.



Background

- The health and fitness trend continues to have a positive impact on the sporting goods industry across Europe;
- In Sweden, the industry has doubled in size during the last ten years;
- Despite this, Casall's domestic and international growth has been comparatively disappointing in the past two years;
- Casall retains a strong brand position in Sweden thanks to new distribution channels in sports gyms for example;
- Neglecting key markets such as the UK and Germany, however, has created issues with distributors;
- Casall's founder, seeing untapped potential in domestic and international markets, restructured the business in mid-2016.
- Hiring a new CEO to strengthen Casall's position as a leading premium brand and expand the business into new markets, formed part of the restructure.





The challenge

- Finding a proven commercially driven entrepreneurial leader with an outgoing and enthusiastic personality;
- Identify structured thinkers able to work an unstructured environment;
- Effectively communicating the culture of Casall and the active role of its operationally active owner;
- Maintain the interest of candidates during a lengthy recruitment process;
- The initial phase of the process was confidential, which required a discreet approach to the market;
- Identify a broad range of candidates from the sporting goods industry, as well as wider consumer sector.



Nigel Wright Solution

- Nigel Wright's consultants have extensive networks within the sporting goods and wider consumer industry and are constantly talking to potential candidates;
- This enables them to know, quickly, those available or those who may consider a new opportunity;
- After taking a thorough brief from Casall, our consultant reached out to his networks and quickly identified several potential candidates;
- Using the Nigel Wright non-siloed approach, our consultant reached out to our wider office network in Denmark and Norway for advice;
- Working closely with Casall's founder and chairman, our consultant provided weekly updates on the progress of the search;
- Confidential discussions with interested candidates took place during the early part of the search;
- Following the public renouncement of the opportunity, our in-house marketing team created branded job adverts to use in promoting the CEO role;
- Our consultant used online tools such as job boards and LinkedIn to circulate advertising, gaining the interest of a broader range of potential candidates.



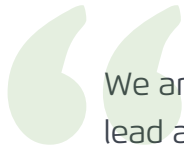
The result

- Initiating contact with parties in their immediate network, our consultant identified candidates from relevant sectors including sporting goods, as well as the wider consumer products industry;
- After considering the corporate culture and operating structure of Casall, our consultant then approached additional networks and businesses to assist with the search process;
- Branded advertising assisted in communicating the message and strengthening Casall's employer brand. These adverts were shared across social media, thus broadening the search and attracting a significant number of potential candidates;
- Selected candidates were then discussed with Casall's board of directors, who agreed to meet all of them based on the strength of their profiles;
- Further assessment of candidates led to two being progressed to the final interview stage. Casall were confident that both could do the job;
- The process was completed within the agreed timeframes. The successful individual offered Casall broad experience across sporting goods and the consumer sector.





Client testimonial



We are very happy to have a new CEO we are confident will lead and strengthen our segment towards end consumers. With a solid background from our product categories and a long experience in leadership and strategy work, we believe that he will raise the bar and take Casall to new heights. The process to change and renew the company structure began in the spring of 2016 and culminated in a thorough recruitment process from the leading search and headhunting agency Nigel Wright Group."

Owner and founder of Casall, Carl-Axel Surtevall

