

## **Bodegas Domecq (Pernod Ricard Group)**

- **Global Brand Manager**
- **Area Manager**
- **Sales Manager**
- **Off Trade Marketing Manager**
- **Champagne Ambassador**
- **Key Account Manager (x 2)**

### **About the client**

Bodegas Domecq (Pernod Ricard Group) is the largest producer and exporter of quality wines from Spain. Its wines are internationally recognized in over 60 countries and its portfolio of products include brands such as Campo Viejo, Alcorta, Azpilicueta, Tarsus, Aura, Ysios, Terra D'Ouro and Perrier-Jouet Champagne.

### **The brief**

Nigel Wright Recruitment was retained to fill seven new roles for Bodegas Domecq, as part of its global restructure. The positions all had responsibility for key areas of the business including overall marketing strategy, sales strategy, national account management, market research and customer segmentation. All candidates were expected to have 'blue-chip' FMCG backgrounds, ideally in wines and spirits.

It was essential that all of the roles were successfully filled within three months of the start of the assignment, to coincide with the launch of the new business structure.

### **The approach**

Utilising our strong networks in the Iberian FMCG/Food and Drink sector, our consultant was able to quickly generate a long list of candidates for these roles.

Networking was complimented with strategic (on and offline) advertising, designed internally by Nigel Wright Recruitment's marketing department. This was highly effective in attracting the right candidates for these opportunities.

Our consultant kept in regular contact with the client throughout the assignment, managing their expectations about the duration of the process, and sending relevant CVs of potential candidates that had been through our rigorous screening process.

### **The result**

All of the positions were successfully filled within three months. The appointees have several years experience working in Spain's wines and spirits sector, for major global consumer brands. Since starting in their roles, they have made a significant contribution to Bodegas Domecq, introducing sales and marketing capability that has helped drive the business forward.

### **Client testimonial**

*We would like to thank the consultant for the transparency, professionalism and the service shown to us to date. It is really important to have a recruitment consultant that we absolutely trust. Since we started working on this assignment, the consultant has shown great efficiency when providing us with all of the information and feedback we requested. The professional approach has been excellent and this generates confidence and a trusting environment, which I personally consider essential. We consider this first collaboration to be the start of future opportunities for Nigel Wright*

*and Domecq Bodegas to work together. We are looking forward to combining our market knowledge to find the best candidates for our vacancies.*

**HR Manager – Grupo Domecq Bodegas**