

Formica

About the client

Our client is a globally renowned, market leading manufacturer and supplier of interior design materials.

The brief

Our client identified 'untapped' potential in an existing, yet underdeveloped market, in the UK. The business decided to hire an experienced National Sales Manager to drive immediate growth in this new market, which would alleviate pressure on the UK business by boosting overall turnover, in difficult economic conditions.

The National Sales Manager would work with a small team to quickly establish relationships with existing clients with the intention of exploiting opportunities in the new market. This individual, while demonstrating exceptional sales leadership qualities, would also have a good working knowledge of the interior design and construction markets. This would enable them to work effectively with the manufacturing team, and quickly build an in-depth knowledge of product ranges and designs.

Crucially, they would strengthen the analytical capabilities of the sales function by collecting market intelligence and utilising it to develop specific market opportunities. The successful individual would therefore possess a rare combination of creative, analytical, leadership and commercial talents.

The key challenge of this assignment was to position the client's brand as a design company, rather than simply a supplier to the construction sector. Furthermore, it would be important to source candidates that would appear professional in the eyes of the design industry but at the same time have an affinity and rapport with construction contractors.

Our approach

Nigel Wright was selected to fulfil this assignment primarily due to its strong relationships in the industrial design sector, as well as its national and international network of commercial candidates.

Using a combination of search and advertising and were able to achieve national coverage for this opportunity. From a research perspective, our team had to map all relevant national companies as well as suppliers and gained valuable insight into who was performing well in the new target market. The successful candidate would be based at the client's North East offices; therefore another key aspect of this assignment was to promote the benefits of living in the region.

Our team also took the time to meet with relevant internal stakeholders and managers to establish a good understanding of the businesses culture and what sort of person would perform well there.

We ensured that both the line managers and the head of HR were regularly updated on the progress of the search and that all candidates were fully briefed prior to the final interview stage. As this was a national search, we were also able to use our London offices to interview potential candidates.

The result

Our local and national approach was very effective and we were able to shortlist a mixture of strong candidates from the North East and elsewhere in the UK.

The client felt that the successful candidate was the perfect fit for the business. They demonstrated the rare combination of creative and commercial qualities that the client desired. Not only had they previously worked in sales for an interior design company, but the individual also had a passion for the design industry gained during their time as an undergraduate.

It was also felt that this individual would excel in the business due to their proven success of operating in an autonomous, project based and constantly changing environment.

The client was impressed by Nigel Wright's transparent approach and the high standard of candidates introduced to the business, throughout the process.

Client testimonial

I have worked with Nigel Wright for over ten years, during which time they have been successful in assisting us in placing high calibre candidates into all areas of the business. Nigel Wright Recruitment has always dealt with our recruitment requirements in a professional manner and I would have no hesitation in recommending the consultancy. **HR Manager, Formica.**