

## **Grupo Siro, R & D Director**

### **About the client**

Grupo Siro is a renowned industrial group in the Spanish food sector. It is a market leader in the manufacturing of pastries, bread, cookies and pasta. The group is in its mid phase of growth across Europe, with a turnover of over 400 million Euros. In 2009 Grupo Siro bought Sara's Lees Spanish bakeries.

### **The brief**

As part of the Group's aim to create customer loyalty through its commitment to innovation and differentiation, in 2009 Grupo Siro established a new research laboratory for its pastries business. Nigel Wright Recruitment were selected to identify an R & D Director for the facility who would lead all new product development projects, set up production systems and deliver improvement for all existing products. This was a difficult and complex 'international' search to find a senior expert in research, product development and innovation, in the industrial bakery sector.

### **Our approach**

After meeting with the client our consultant established that Grupo Siro had been unsuccessful in identifying this individual within Spain and required a discrete international 'headhunt' to find the right candidate. Our consultant agreed with the client which territories and also which industries we would target in our search.

It became clear early on in the process that the talent capable of fulfilling this type of role was currently operating at a more senior level within industrial food businesses across Europe. Our Consultant advised Grupo Siro that in order to attract 'high impact' candidates for this opportunity, the responsibilities of the role would have to be broader and it must also sit at a higher level within the organizational structure. The client agreed and our consultant was successful in finding the right person.

### **The result**

The appointee was a bakery products R&D expert with over 30 years industry experience. The individual was working for a major competitor based in France and had previously spent nearly 20 years with Unilever in variety of production, marketing and product development roles. Our consultant assisted both the candidate and Grupo Siro through the offer stage and then with the relocation of the appointee and his family from France to Spain.

### **Client testimonial**

*In 2009 Grupo Siro took on the challenge of creating an R&D team with the best profiles available in this sector. We chose Nigel Wright as a strategic partner for this task. Thanks to its efforts, its direct contact with candidates and its flexibility to adapt to our way of doing things, Nigel Wright has enabled us to rise to the challenge. Today we are developing a team of people that we never thought we would be able to bring on board.*

**HR Manager, Grupo Siro**