

## **New Ivory – Managing Director**

### **About the client**

Part of the Zubranch food group, New Ivory is the UK leader in high care, chilled, savoury sauces. With a strong track record of innovation, New Ivory has an unrivalled reputation for creativity, responsiveness and delivery in a demanding high care, short shelf life environment.

### **The brief**

New Ivory retained Nigel Wright Recruitment to find the business a new Managing Director. They would be given a remit to grow sales from £16m to £25m in 3-4 years. With full p&l responsibility, the new managing director would have a largely autonomous role in managing New Ivory's planned growth. They would also work closely with the CEO and Finance Director in shaping the culture of the business and retaining its special appeal and point of difference.

In the short term it was important that the businesses re-assured its customers, suppliers and team that the change in managing director would strengthen the business and re-confirm the Group's commitment to its development. In the medium term, the new managing director and the executive team would define a three year plan for growth, strengthen the quality of the management team and broaden the customer base.

### **Our approach**

We adopted a classic approach using targeted search with a clear job and person specification. Our consultant kept in regular contact with the client, challenging and shaping their thinking of the role.

It was important to the client that we effectively conveyed the New Ivory vision, culture and philosophy during the recruitment process. This was consistently achieved in our interaction with candidates and industry contacts in person, on the phone as well through supporting marketing materials.

Overall, we aimed to create an open and transparent process that would inspire confidence and trust in the client.

### **The result**

Using our strong international networks in the food manufacturing and wider consumer products sectors, we were able to quickly identify strong candidates for this role. The shortlist was very relevant and competitive and from the client's perspective, included four 'appointable' candidates. All of the shortlisted candidates had private chilled label experience, particularly in growing categories with at least one of the major multiples.

The successful candidate was the ideal fit for New Ivory Foods. They brought significant chilled private label experience, gained within MD and commercial leadership roles, as well as having large corporate experience. Under the leadership of the new Managing Director, the business has launched a range of exciting new products and has developed investment plans for new facilities, at its site in Elland.

### **Client Testimonial**

*Nigel Wright appeared to be commercially prepared and realistic about the process. I felt the consultant spoke openly and honestly and I was confident that they would have sufficient 'gravitas' with the type of candidates we were seeking. They didn't*

*show me CVs instantly so I felt there was some real thought involved and that this was genuinely a targeted search.*

*Many recruitment agencies can leave you feeling short-changed. Nigel Wight made me feel that Zubrance mattered to them and that they would put in place the right candidate. Doing a good job was important to them and I felt assured that they would not fade away at the first hurdle. It was certainly a difficult search but the consultant at Nigel Wright persevered and we got a great result in the end. **CEO, Zubrance***