

Tine SA - Marketing Manager, Cooking

About the client

TINE is a cooperative, owned by over 15,000 dairy farmers. It is currently one of the largest dairy companies in the world. The group consists of several wholly and partially owned subsidiaries, but the core business is dairy farming with the production and processing of pure and natural ingredients to good and healthy food. TINE has approximately 5,700 employees and annual sales of 18.9 billion.

The brief

Despite import restrictions that protect farmers, the Norwegian dairy market has become increasingly competitive in recent years. Local and international companies now compete directly with TINE's core brands, in various categories. The business adopted a new marketing structure and created various new strategic marketing roles to improve its capability in this new challenging environment. Nigel Wright Recruitment was retained to identify candidates for two of the new marketing positions at TINE.

The Marketing Manager for the Cooking category was a key role within the wider dinner, cooking and deserts portfolio. This individual would ensure that the cooking category remained competitive as well as looking for future growth platforms. Relevant experience in the marketing of leading FMCG brands and management experience were essential.

Our approach

Our consultant advised TINE that directly targeting candidates in competitor businesses, and other leading consumer brands, was the only viable option to identify the right talent for this role.

Our consultant agreed with TINE, which local competitors we would target and employed an aggressive search and selection strategy to identify and assess the relevant candidates. Using Nigel Wright Recruitment's extensive Consumer and FMCG candidate database and their own knowledge of the sector, our consultant was also able to quickly identify interested candidates in other 'off brief' global consumer businesses.

It was this strategy that proved to be the most effective, as these candidates were more experienced than those identified within local competitors.

The result

Within three weeks of commencing this assignment the client had successfully appointed a top candidate, from a global premium drinks business. This individual, although based in Norway, had experience in category management at a European wide level and therefore exceeded the client's expectations and requirements for this hire.

Client testimonial

*We are very satisfied with Nigel Wright Recruitment's work on this assignment. The consultant understood our needs for this position and was able to quickly shortlist for the role. We knew that this position, if advertised, would generate potentially hundreds of applications. It was essential, therefore, for us to take advantage of Nigel Wright's network in the consumer products sector to identify only the best candidates. I was impressed by the consultant's flexibility as well as the way in which we were kept informed of how the search was progressing. I am confident that the successful candidate has the right background and personality to get this job done. **Category Director, Tine SA***