

## **Unilever Denmark – Category Manager, Home & Personal Care**

### **About the client**

Unilever is a global leading FMCG business with a range of well known international brands that are category leaders, all over the world.

### **The brief**

There has been an increasing demand for quality Category Managers on the supplier side in Denmark in the last few years. A Retailer expects a 'strategic partnership' with its suppliers and the Category Manager now has a more significant role in nurturing these relationships and creating a channel strategy that meets the high expectations of retailers.

Unilever required an individual who could demonstrate strong analytical skills as well as the ability to effectively 'translate the numbers into actions'. The ideal candidate needed to have the ability and personality to be able to communicate the channel strategy externally to retailers and internally to the key account team. The overall objective of the new Category Manager would be to secure a leading position for Unilever, in the local Home and Personal Care market.

### **Our approach**

Because of the high demand for Category Managers in Denmark, as well as the limited talent pool of those with the right skills and experience, it was necessary to directly headhunt candidates for this role. The most important requirement was for the successful individual to have an in-depth knowledge of the Danish retail trade, therefore our consultant was able to be creative when identifying target companies where this person might be. Candidates in FMCG, Retail as well as the Agency industry, were considered.

### **Result**

The client was delighted with the result. The successful candidate came from a large consumer insight agency and had sector knowledge, analytical skills as well as significant client facing experience. Within twelve months, this individual was promoted to Trade Marketing Manager.

### **Client testimonial**

*Over the years we have developed a close relationship with Nigel Wright. The consultants have demonstrated that they thoroughly understand our business and our recruitment needs. We continue to use them because of the proactive approach they adopt, and we always feel confident that we will get an excellent result. A particular strength of Nigel Wright is the timely communication they have with us as and the candidates involved in the recruitment process. This installs confidence in all parties, that the process is running effectively and to schedule.*

**HR Director, Unilever**