

Mars Scandinavia - Business Manager Danish Supermarked & Lidl

About the client

Mars is a confectionary and beverage conglomerate with an extensive portfolio of iconic consumer brands, around the world. Mars has been established in Scandinavia for over forty years and currently employs 150 associates across three categories: Chocolate, Petcare and Food.

The brief

Nigel Wright Recruitment is a preferred supplier to Mars Scandinavia and is involved in a range of senior appointments to the businesses, every year. This particular assignment was to identify a new Business Manager for its supermarket key accounts, to replace an outgoing employee. This is a key strategic position within Mars Scandinavia and Nigel Wright Recruitment was retained to quickly identify suitable candidates.

This search was conducted in early 2010, during which time the Danish economy was still struggling, and unemployment was increasing. In Scandinavia, consumer key account managers are in demand and because of this they can attract high salaries and companies will do their best to retain them within the business. It was essential, therefore, to attract someone from another business for this role, being that those that were unemployed at the time were more than likely, not the strongest candidates.

The ideal person needed to have at least three years experience in key account management for a major consumer brand. This was a very narrow brief, as Mars were interested in individuals who had an affinity with their brands as well as the potential to grow within the business – someone who was on the ascent in their career. These individuals are in short supply.

Our approach

Our strong networks in the Danish consumer and FMCG sectors meant that it wasn't necessary to advertise this role externally. Using our knowledge of the sector and relying on talent maps that we had previously created for target companies; our consultant was able to quickly generate a shortlist of candidates for this role. In order to attract a 'high flyer' for this opportunity it was important to sell the role in the right way, making candidates aware that this was fantastic development opportunity for an iconic company, that still had a lot of scope to expand in the region.

Result

Within six weeks, the client has made an appointment. The successful candidate had an impressive blue-chip background and fitted the bill as someone with the potential to have an impact within this role and also ascend within the business.