



*“Since launching in 2015, Silent Pool has become a leading independent UK gin brand. For phase two of our journey, we required a global sales director to take our performance to the next level and grow our business outside of the UK. A proven track record in strategy, sales analysis and building successful sales teams were attributes we were keen to attract.*

*“We selected Nigel Wright to lead this critical search assignment based on its drinks industry expertise and extensive consumer sector networks. Our consultant took the time to get to know our business and used this insight to deliver a successful process. They kept us informed of developments, provided weekly update reports and managed our expectations in an open and transparent way.*

*“A few unexpected twists and turns were navigated in a professional manner. And all candidates engaged during the process were impressed with the high standard of customer service they experienced. Nigel Wright also created marketing literature to support the search, including a branded candidate pack which helped promote our story to the wider market.*

*“The final shortlist included two strong but very different candidates. This was the ideal outcome as it challenged us to think about what we really wanted – a tough decision at the final stage of a recruitment process is a good problem to have.*

*“Our new sales director worked for a global spirits producer for several years. This included roles 'at the coal face' during their early career, before progressing into domestic and international sales leadership positions. Critically, their track record at building high performing sales teams is matched by expertise in strategy and sales analysis.*

*“Having also spent time with a smaller independent brand, it confirms that from a cultural perspective, they understand our specific challenges, making them an ideal hire for Silent Pool.*

*We’re delighted with the result and will happily use Nigel Wright again in the future.”*