



Identifying an outstanding UK Country Manager

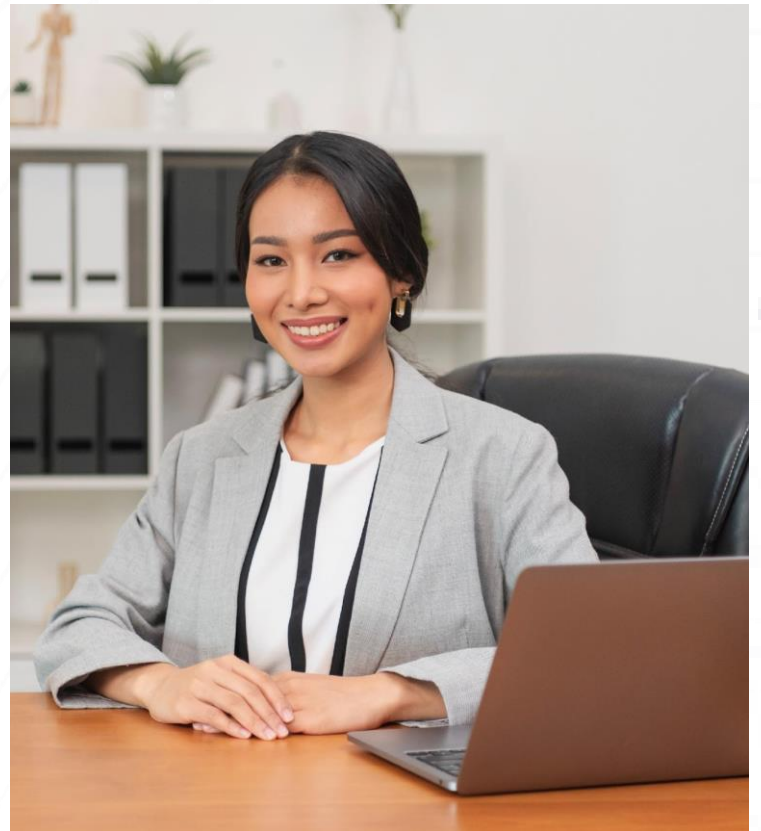


Overview

Our client, a leading German provider of broadband connectivity & smart home networking products approached Jurupa with a task related to their long-held ambition of expanding their operations into the UK. The company had attempted previously to source a suitable candidate through direct channels, albeit unsuccessfully.

Challenge

Our mandate was to go out to the market and source a candidate from within the client's industry who could bring the mentality of a player/coach and a strongly defined track record of success in their space. The successful candidate would be hired to spearhead the company's official launch in the UK by building out a go-to-market strategy and assembling a high performing future team.

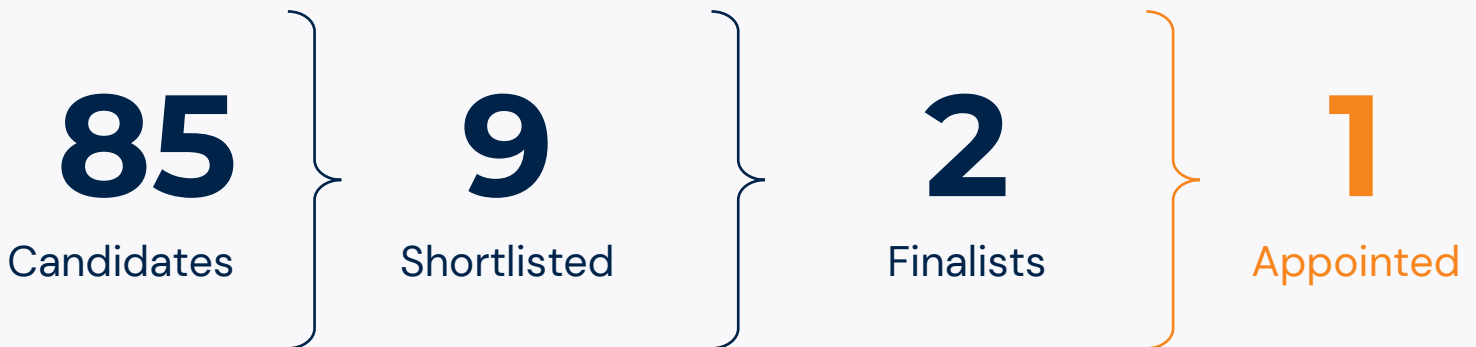


Solution



Recognising the somewhat niche positioning of this opportunity, we set to work by performing an exploratory deep dive into the essence of the company's mission, ethos and future roadmap. By clarifying and building awareness of these attributes, we were able to construct a compelling proposition in the form of our interactive candidate briefing packs and highly curated outreach messaging.

Results



Our expansive and far-reaching research into core and adjacent talent pools enabled us to steadily build up an accurate and real time picture of the addressable target market. This in turn yielded data on realistic expectations around compensation, the employers of choice and what our client's competitors were offering. Ultimately, our comprehensive campaign succeeded in highlighting a selection of talent that were hitherto unknown by our client, leading to 2 finalists flying out to meet the board and the successful individual hired on the spot.

Journey



Search Execution Plan



Testimonial

