CASE STUDY

RETAINED PROJECT

OVERVIEW & BACKGROUND

Our client, a well-established, global Consumer Goods company, approached us with a critical and confidential hiring need; they were seeking a Head of Product to oversee the business's product function. The business was entering a pivotal stage, introducing a brand-new product category in which they hadn't operated in previously. Cultural fit, leadership ability, and sector experience were non-negotiables.

The business had been struggling to find an agency that had an existing network within consumer goods and as well as top-class service, they were also able to provide market insight and knowledge along the way.

Given the strategic importance of the role and the urgency to have the right leader in place, we opted for a retained search partnership to ensure a thorough and confidential market approach.

OUR APPROACH

We began by conducting an in-depth briefing with the Senior Leadership Team to understand not just the job description, but the company's values, ambitions, and internal dynamics.

We also reviewed their previous hiring challenges to ensure a fresh, targeted strategy.

TARGETED OUTREACH

Leveraging our network and proprietary tools, we build a headhunting strategy focusing on passive and active candidates who were not only technically qualified but aligned culturally with the business.

STAKEHOLDER MANAGEMENT

Regular updates and clear timelines kept all stakeholders aligned, ensuring momentum and transparency throughout the project.

MARKET MAPPING

We built a comprehensive map of senior commercial talent within the Consumer Goods Sector, focusing on individuals with strong product management experience, leadership skills, strong P&L ownership, multichannel experience, and a track record of growing brands.

STRUCTURED INTERVIEW PROCESS

We designed and facilitated a multi-stage interview process that balanced technical assessment with leadership and value alignment.

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RESULTS & ONGOING PARTNERSHIP

Within six weeks, we had identified and presented a shortlist of 8 high-calibre candidates, each of whom brought different strategic strengths to the role.

The successful hire brought deep experience from a larger Consumer Goods player, a proven ability to grow the new division within the business, scale teams, and a dynamic leadership style.

THE IMPACT WAS IMMEDIATE

Within the first six months, the new Head of Product successfully grew the headcount of the team and developed a new channel strategy. As a result of the success of this project, we have been engaged in further retained assignments across Commercial and Operational. This partnership has evolved into a trusted advisor relationship, where we continue to support the business's growth through strategic talent acquisition.

RECOMMENDATION

"From the first approach to the employment offer, Sarah was a pleasure to work with.

Sarah was very professional and supportive, regularly checking in with calls and emails to provide advice before interviews & to keep me updated throughout the recruitment process. I felt that Sarah was in my corner & that was reflected in the offer she negotiated on my behalf.

I wouldn't hesitate to work with Sarah again."

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