

CASE STUDY Executive Search

Client : Luxury Home Products Manufacturer
Region : France



Challenge

A leading international group decided to maximize brand awareness in France and transform the commercial strategy from an exclusive distributor to direct sales for the B2B & B2C markets. This meant hiring a dedicated Sales Director for the French market, based in Paris, reporting remotely to the International Export Director. A critical success factor was to recruit a French native speaker, with a well-established network and the right experience to develop a premium luxury brand in France. Given the importance of this role, it was imperative to recruit someone with strong cultural sensitivity, an entrepreneurial mindset, excellent English linguistic skills and the ability to work successfully in an autonomous and remote situation.



What did we propose?

In collaboration with the SVP HR, the International Sales Director and SVP Sales, we :

- Developed a **transnational multi-channel search strategy** approaching candidates directly identified in our database and other relevant databases, peer-to-peer networking, communication to targeted professional networks, social networks, alumni associations & other networks dedicated to luxury premium home products.
- Managed applications from all over France
- Selected and interviewed the best candidates in person.
- Presented a short-list.
- Planned and coordinated all interview agendas, venues, and logistics for candidates and client.
- Organized 3 recruitment sessions in Paris to meet all selected candidates
- Advised the SVHR on salary structures / packages / healthcare issues / employment law, among other issues for the finalist candidates.
- Managed all reference checks & facilitated at negotiation stage.



Result

A strong entrepreneurial **French Commercial Manager** with an international background was hired to lead the activity in France. This position was identified as a spring-board to evolve into a country manager role in the future. Excellent results after the first 6 months.

