



CLIENT CASE STUDY

## Global manufacturer of hi-tech components with Asian ambitions

### The Client

A global manufacturer of hi-tech components used by end users in tough, hazardous areas. Their sales force consists of well qualified engineers who have the ability to provide in depth solutions which reduce downtime in the engineering sector. Known for quality and reliability, the challenge when recruiting for this company was to find high calibre engineers who can also sell consultatively. When we were approached to recruit managers in Asia, this presented a unique set of challenges for On Target Recruitment.

### The Brief

Having worked with this firm for over 10 years, we were delighted to be approached to help them expand their presence in one of the fast growing BRIC nations, where they were keen to establish more formal country management, and to then grow a significant sales force. The initial brief was for one country head, but this soon expanded to a more comprehensive management structure that interlinked their various business units. With a decision making process that crossed three continents, finding the right candidates first time would ultimately save the client time and money.

### The Solution

With subscriptions and membership of various international job and networking sites together with in-depth knowledge of the market sector, we felt that by fully utilising all of these resources we could source the right candidates despite the geographical distances involved.

With combined recruitment talent of 25 years experience working on the role, a shortlist was quickly compiled consisting of three relevant candidates who all had direct experience of setting up an engineering business in a new country. Candidates were sourced and interviewed in the UK and overseas. Having been through an in depth pre-selection process, the client was able to make a decision after one lengthy interview in Europe.

Following this appointment, a regional management team was recruited to work under the country manager. According to feedback from our client, the business that is now up and running is going from strength to strength.