



THE
sales
EXPERTS



CASE STUDY

SENIOR COUNTRY MANAGER -
U.K. AND USA EXPANSION
IN 12 WEEKS



CLIENT

Haircare brand

SPECIALISATION

Beauty products

SUMMARY

The objective was to recruit two Senior Country Managers for the U.K. and the USA, for a leading Swedish haircare brand. We successfully completed the search in 12 weeks.





CLIENT BACKGROUND

A leading Swedish haircare brand known for its commitment to producing high-quality, vegan, and cruelty-free products, approached us with an ambitious project to boost its presence in the international market. A competitive compensation package was structured to attract individuals who could drive our client's mission and values in these challenging markets.

KEY STATISTICS

HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 2 SENIOR RECRUITERS
- 6 TALENT ACQUISITION MANAGERS

TOTAL HOURS

180

TIMEFRAME

12 WEEKS

REQUIRED ROLES

2 Senior Country Managers for the U.K. and the USA, respectively.

Candidates needed to exhibit a profound understanding of the salon market, possess a strong network within the sector, and demonstrate strategic leadership capabilities.

RECRUITMENT STRATEGY

The ideal candidates needed to:

- Have extensive experience and a robust network in the professional salon industry in the U.K. and the USA.
- Demonstrate strategic thinking and the ability to execute growth plans.
- Embody company's values of sustainability and cruelty-free beauty.
- Possess strong interpersonal and negotiation skills to foster partnerships.

Our recruitment strategy involved leveraging industry-specific networks, conducting targeted headhunting activities, and utilizing social media platforms to reach passive candidates with a background in the salon industry. A multi-faceted assessment process was designed to evaluate candidates' strategic, operational, and leadership capabilities. This included competency-based interviews, scenario planning exercises, and in-depth discussions about aligning candidate's values with company's philosophy. The aim was to ensure a cultural and strategic fit for long-term success.

RESULTS

Senior Country Managers for the U.K. and the USA



- **Cold Screening of Candidate Profiles
- Agency Side Interviews Conducted
- Candidates Presented
- Client-side Interviews Conducted

*** Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

After 12 weeks and over 180 hours of dedicated search and selection activities for each role, our client successfully appointed two Senior Country Managers. These individuals brought a wealth of experience, a strategic mindset, and a passion for the beauty industry, positioning them to lead company's expansion in the U.K. and the USA effectively.



CONCLUSION

The successful recruitment of Senior Country Managers for the U.K. and the USA marks a significant milestone in our client's international growth strategy. By securing leaders with deep industry knowledge and strong networks within the Professional Salon sphere, company is well-positioned to enhance its brand presence and contribute positively to the global beauty industry. This case study illustrates the importance of a targeted recruitment approach in finding candidates who not only meet the job requirements but also share the brand's core values and vision.

