

# Case study of Arvensis Partners Consultant, Julia Reichel



## **The client:**

Progress Software is a leading technology company providing products to develop, deploy and manage high-impact business applications. The company is headquartered in the USA with a set of global offices. Julia worked closely with the EMEA Headquarters in Rotterdam on multi-lingual search requirements for the EMEA leadership team focusing on Sales & Marketing Executives.

## **The client requirements of the search:**

Julia worked for a Multi-lingual Search & Recruitment firm at the time and was hired to conduct the search for Regional Sales Manager, Middleware & Data Connectivity for the Nordic Region. The HR team had already used their existing mainstream recruitment & search partners unsuccessfully and were unable to fill the role. The role was directly related to revenue generation and the leadership team were increasingly concerned about the revenue impact this open position was creating.

## **The challenges in finding this talent:**

The Search for this role was challenging due to the requirement of language skills to serve the Nordic region, the cultural fit between the business and the target market as well as the tight technical understanding required. The successful candidate had to have worked with SaaS computing which was only in its emergence at the time. Additionally, this role was to be based in the UK and required a strong, focused self-starter with the willingness to travel extensively.

## **The search methodology used:**

**Discovery Phase:** Julia worked closely with the HR team but also directly with Head of Sales & Marketing to understand not only the tight technical requirements of this search but also the crucial cultural aspects. She was able to offer advice regarding remuneration and benefits packages with the role being based in the UK and to analyse why all previous interviews had remained unsuccessful.

**Search and Selection:** To fulfil the difficult combination of requirements, Julia created a list of approximately 50 technology companies that offered similar services and then conducted a search for individuals of the right seniority level and language skills inside those organisations. She also used her extensive network of multilingual technology leaders to gain referrals and recommendations.

During this phase, Julia provided progress reports each week to ensure the client was able to understand the progress & challenges of the search. It also allowed further exacting & honing of the match criteria and created a sense of trust with the client.

Julia made over 400 phone calls during this search, which produced a suitable shortlist for interviews of 4 candidates. All met the criteria as outlined above.

## **The result:**

The client appointed highly successful Regional Sales Manager Nordic who remained with the company for 6 years and eventually took the posts of Director of Sales Global and later Marketing Director.

