



# Case Study

## Key Elements of the Process

- ▶ The Client had no previous experience of recruiting through a Retained Search. Therefore, the process was managed very closely with regular calls and correspondence to update the client on progress towards Short List.
- ▶ The truly global nature of this search meant that we needed to identify and map potential candidates all over the world. The extensive research meant that the Client was reassured that the due diligence had been done and that they had hired the very best individual in the market at that point in time.
- ▶ The CEO needed to be 'hands on' and able to deliver the requirements for a fast growing start up business. Our extensive two stage interview process and advanced behavioural interview skills were critical in the assessment of these capabilities.
- ▶ The successful candidate was ideal. He had worked on a similar business in a neighbouring country, so knew the Pay TV sector in Africa, had contacts, experience of working in East Africa and was able to move to the post within two weeks of accepting the role.

**A large Tanzanian Group which was committed to diversifying into the Pay TV sector sought a high calibre and experienced Pay TV expert from anywhere in the world, to be hired within an exceptionally tight time frame. The planned launch date was in just three months.**

## The Situation

The senior management of the Group held no prior experience of running a business in this particular sector, so they entrusted us with the critical task of identifying the most suitable individual for the pivotal CEO role, searching internationally.

## Our Goal

To identify as many individuals as possible with a thorough understanding of the Pay TV sector both in Africa and internationally combined with proven management of a start up business. This person would be responsible for profit & loss, sales & marketing, PR, operations and building a team from scratch, as well as bringing knowledge of content, how to attract subscribers and develop commercial packages for the consumer base locally..

## Our Solution

Our Research team successfully mapped potential candidates across Africa, the Middle East, India, Europe and the USA. Recommendations of possible candidates were also taken from our existing contacts in this sector. The long list reached 187 potential candidates with a good representation of both expatriate and local candidates.

## Results

As the launch date was fast approaching this was an especially time critical assignment. We delivered the Short List within four weeks of sign off, and through exceptional commitment to the hiring process from the client, we had an offer accepted, and the incumbent was in situ in Dar es Salaam within three months.