



# Case Study

**As part of the global strategy, a Multinational Building Materials Group were looking to strengthen both its marketing capabilities and leadership talent pool across West Africa.**

## Key Elements of the Process

- ▶ The Client needed to create a 'world class' marketing function so entrusted EiA with this Search because of our global network and expertise in accessing African talent in the Diaspora.
- ▶ Our years of experience in fully assessing leadership qualities at this level were key to being able to select suitably capable candidates.
- ▶ Thorough mapping and open dialogue throughout the process enabled the Client to make an informed decision to invest in a more expensive candidate but who met their requirements.
- ▶ The negotiations were particularly tough, and EiA's extensive experience in closing offers was critical to secure the candidate.

## The Situation

The Company sought someone who would be able to create a 'world class' marketing function, in a sector which has not previously been associated with marketing innovation.

## Our Goal

The Search was to ideally find an African with an international marketing background. Once the incumbent was settled in the role and demonstrated their ability, they would be considered for the MD or CEO position and therefore needed broader management potential.

## Our Solution

We identified some 200 potential candidates, mostly within the African Diaspora in Europe and USA or African nationals in Africa working for FMCG companies with strong brand orientation. We also networked through conferences, events and marketing seminars.

## Results

During the Search Process, our thorough assessment of the required leadership potential of candidates led us to agree with the Client an extension on salary in order to attract the very best individual and not compromise on quality for this critical role. We secured an outstanding Nigerian candidate working in the US who relocated to Lagos in January 2015.