

CASE STUDY

Role Title

Sales & Marketing Director

Client

Unilin

THE OPPORTUNITY

A global manufacturing company in building materials has five divisions and seven manufacturing sites in Europe. Their culture is based on passion, entrepreneurship, excellence, and respect. With a planned retirement in early 2025, the company sought to explore internal and external candidates for the Sales & Marketing Director position. This role was crucial in the evolving insulation market, especially with upcoming regulations requiring homes to achieve EPC C by 2030 and the Future Homes Standard in 2025. Finding a leader who can continue the success of their well-regarded team was essential.

CLIENT TESTIMONIAL

We chose to work with Sharples Davies Ltd because of their strong reputation in the industry for delivering high-quality recruitment solutions. Their solid understanding of our sector, extensive network, and tailored approach to recruitment made them the ideal partner for our hiring needs.

We engaged Sharples Davies Ltd to recruit for a Sales and Marketing Director, which was a critical position for our business. Sharples Davies demonstrated a professional approach, they took the time to understand our needs, provided valuable market insights, and presented us with highly qualified candidates. Their communication was clear, and they kept us informed throughout the process.

The experience overall was positive, we appreciate the effort and dedication from the Sharples Davies team, and we look forward to working with them again in the future.

CANDIDATE TESTIMONIAL

I was fortunate to have some knowledge of Unilin Insulation, when Gareth approached me about an upcoming Sales & Marketing Director role. With an open conversation about the company and its plans for growth, as well as understanding my own ambitions and whether the opportunity would align with them. The regular communication from Gareth and Ann was a refreshing change from several recruitment agencies I'd had dealings with over many years.

I was very impressed with how involved Gareth remained at every step of a comprehensive process with Unilin Insulation, offering input and support before and after each step. Gareth and Ann offered positive and constructive feedback throughout.

Regular communication from Sharples Davies, always making me feel involved, letting me know of any delays and the reason why, and most importantly what the next step were and what preparation might be needed. Considering the length of the process from initial communication to job offer was over three months, it was virtually faultless.

I've had many conversations with recruitment agencies and often find the majority over promise and under deliver. Sharples Davies have been the exception to this rule, and I'd have no hesitation in recommending them to anyone.



CASE STUDY

Role Title

Sales & Marketing Director

Client

Unilin

HEADHUNT SEARCH & SELECTION PROCESS

Our database of candidates was pivotal in this piece of recruitment with only 22 of the 117 identifies falling outside of the candidate pool. This shows a strength of the Sharples Davies candidate pool, within the executive market specifically linked to the insulation and wider building materials industry.

The Interview Process had four stages to it which included two Face to Face Interviews with a topic related presentation, Director level assessments and Interview and final meetings with senior directors from European group. From First interview to offer stage took seven weeks although we did have Christmas and New Year which naturally made things longer.

Communication during this was key and each candidate regularly received a weekly update from Gareth or Ann to let them know of any developments in the progress and equally to have regular updates to and from our point of contact within the client.

THE RESULT

Brief Date 31st October 2024

POTENTIAL CANDIDATES IDENTIFIED AND ENGAGED IN ROLE DISCUSSION	117
TIME TAKEN FROM BRIEF TO CV SENT	7 WORKING DAYS
SCREENED/INTERVIEWED BY ANN FISHER OR GARETH HULME	26
CANDIDATES PRESENTED TO UNILIN INSULATION	11
CANDIDATES INTERVIEWED	3
CANDIDATE OFFERED	1

If you're looking for a recruitment agency that'll find you the right candidates and will go that extra mile.

Consider Sharples Davies as your consultancy of choice.



Get in touch

Gareth Hulme, Managing Director

gareth@sharplesdavies.co.uk

01257 483 940 / 07917 065 406