

“Aegis performed way beyond our experience of other executive recruitment consultants. They took enormous pains to thoroughly understand our business and our objectives, providing invaluable advice at every stage. No effort was spared in their research of suitable targets. Interviewing, sorting and selection were sensitive, positive and timely; costs were carefully controlled.

We recruited an outstanding Chief Executive and in the process established an enduring professional friendship. We would use Aegis again without hesitation.”

**TOM BLYTH, CHAIRMAN
DEFLOG VQ TRUST**

THE BUSINESS

A provider of specialist people-related Business to Business Services, DEFLOG VQ Trust had a strong foundation of expertise, service quality and satisfied customers. With the benefit of an incisive strategic review, it was poised for an exciting new era of growth – organically and by acquisition.

An innovative plan had been designed to expand and diversify its range of services, grow its customer base and achieve step-change in market penetration and scale.

The previous Chief Executive had done a great job in building the company, but with his retirement the next phase of development needed to turn a thriving niche business into a robust, broad-based market force.

THE BRIEF

Aegis was retained to find a Chief Executive who was an ambitious leader and a natural communicator. He/she would have the ability to engage, motivate and inspire people at all levels, earning credibility and trust from customers and staff.

Candidates therefore had to have a proven track record not just in heading a successful business, but also in winning major customers and developing accounts. Demonstrable skills in leading corporate sales, business development and marketing initiatives, nurturing relationships, and closing board level negotiations were essential.

THE RECRUITMENT SOLUTION

Search alone would not have enabled us to achieve a sufficient spread of suitable candidates from all of the potential catchments in a timely or cost-effective manner.

Instead a multi-method approach, using a ‘Hybrid’ combination of Search and national advertising, was designed. The research for the Search targeted companies providing people-related B2B services in our client’s sector. We investigated, identified and contacted the Chief Executives/MDs in medium size firms, and P&L accountable Divisional Directors of large companies.

Concurrent with the Search, a Sunday Times advertisement was aimed at a broader sweep of potential candidates working directly in the industries within our client’s customer marketplace.

THE RESULT

Our in-depth discussions and subsequent meetings with the Search targets produced a small but well focused set of potential candidates. Our preliminary interviews with the applicants to the advertisement resulted in a diverse and interesting group of people.

The best candidates from both sources were rigorously interviewed and brought together into an integrated Shortlist for recommendation to our client. We also put each candidate through an OPQ personality assessment.

Aegis managed and facilitated each of the subsequent stages of the client’s internal selection process. Candidates met the Chairman and two Non-executive Directors at the first round; the finalists subsequently made a presentation to a Panel of Board members.