

CPL Case Studies

TECHNICAL SERVICES MANAGER, DAIRY

Our Client needed a Technical Services Manager in Dairy who was fluent in English and Polish. The Candidate had to be multi-faceted; technically strong, preferably with an MSc, with an understanding of production, good commercial awareness and experience of working in Western Europe. A key skill was to be communication with customers and the internal sales and technology team in order to provide comprehensive technical service.

Outcome (Client): "CPL has been successful in those 'difficult to fill' positions, successfully finding candidates for niche markets and geographies."

APPLICATION MANAGER, CONFECTIONERY

Following the departure of one of its key staff members, leaving the department seriously understaffed, our Client urgently needed to find a competent Application Manager for the formulation and development of products for Confectionery. Candidates had to have excellent technical ability in addition to maintaining up-to-date knowledge of relevant global legislation, nutrition and health claims. Finally, the Candidate had to be capable of following and predicting trends and translating this knowledge into future sales, thus adding to subsequent growth of the business.

Outcome (Client): "Recruitment is time consuming and those of us seeking to recruit will already be at a disadvantage. So it makes sense to bring in tried and trusted professionals such as CPL."

TECHNICAL DIRECTOR, FRAGRANCES

Our Client had been unable to find a suitably qualified person for a very challenging role. There had been a history of poor product pipeline and unsuccessful translation of technical capabilities into commercial successes. They needed an innovative, results-orientated and business-focussed individual to turn the situation around. The Candidate needed to demonstrate proven relationship building, leadership and communication skills in order to manage and drive a team in the development of new products and concepts.

Outcome (Candidate): "CPL offered invaluable advice, insight and coaching, which is much more than can be gained from an advertisement or a website. My CPL representative was very effective. Communication was excellent along with guidance and a high level of knowledge regarding the role for which I was being headhunted."

REGIONAL BUSINESS DEVELOPMENT MANAGER, ANIMAL NUTRITION

Our Client identified an urgent need to appoint a dedicated Commercial Manager to exploit its existing technologies in enzymes, yeast and emulsifiers for the Animal Nutrition and Petfood markets. In leveraging these technology platforms, the successful Candidate had to have extensive knowledge of ingredients and additives, with the experience and ability to develop and drive the strategy for increasing market share. This role therefore required an individual with a strong understanding of the industry, management experience with a Sales and Marketing bias, good strategic awareness and the vision to deliver significant growth.

Outcome (Candidate): "Despite the timeline pressure in my placement, CPL handled things in a very relaxed, personal but extremely business-like and professional manner. The final deal was effectively done and dusted in two days and CPL's ability to negotiate a deal between myself and the Client was excellent. To date, I, with my team, have already turned promising application possibilities into viable commercial businesses with international roll outs."