



Alexander Hughes
EXECUTIVE SEARCH CONSULTANTS

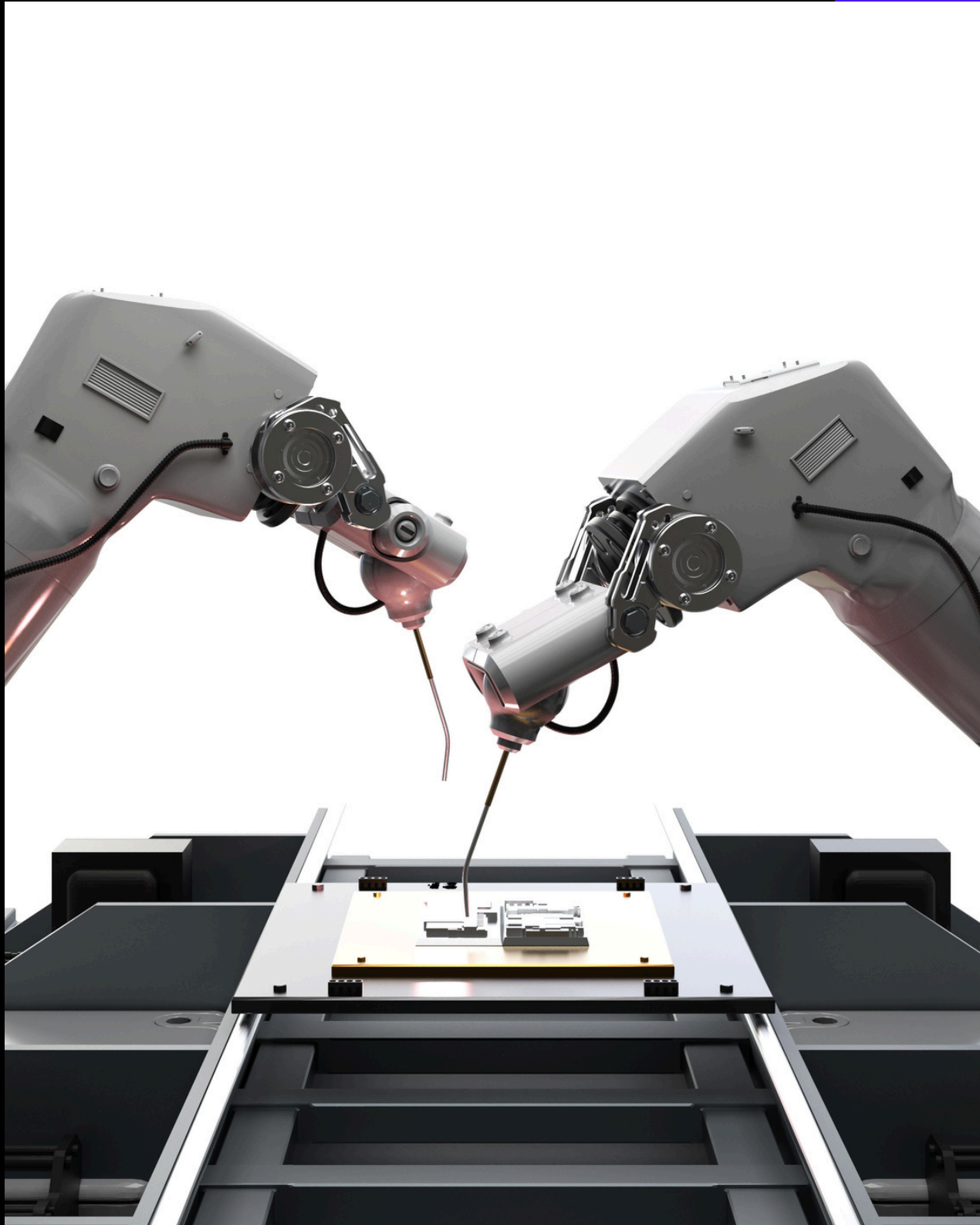
GLOBAL INDUSTRY STRATEGY & MARKETING DIRECTOR

*FOR A LEADING INDUSTRIAL
AUTOMATION COMPANY*



Business Case

More than 67 years of delivering top talent.

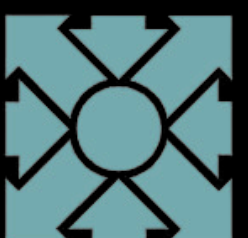


BACKGROUND

A leader in industrial automation and information technology, sought a strategic marketing leader to direct their Discrete Industry Vertical, encompassing Automotive/EV, Tire, Battery, and eCommerce Warehousing sectors. This role was pivotal for steering the companies vision and tactical needs, aiming to fuel global sales and profit acceleration.

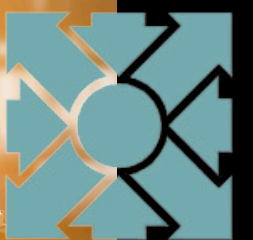


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CHALLENGE

The client required a candidate who could blend strategic vision with practical marketing execution skills, driving transformation and growth in a competitive sector. The ideal candidate needed to exhibit strong leadership, deep industry knowledge within the automotive domain, whilst possessing a broad understanding within IIOT technologies and their applications, and the ability to work within a global matrix organisation. Additionally, the candidate was required to possess a strong influential capability both internally and externally along with a proven track record of developing and executing successful commercial strategies.

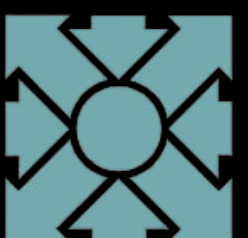


SEARCH CRITERIA IDENTIFIED

- Extensive industry ecosystem knowledge across Automotive, Tire, EV, Battery, and eCommerce Warehousing.
- At least 12 years of experience having successfully delivered high-level strategies across shared services within a global organisation.
- Experience within Industrial Automation environments.
- Demonstrated agility operating at a global scale.
- Proven ability to lead and develop high-performing teams.
- Strong communication skills and executive presence.
- Educational background with a preference for an MBA.



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ALEXANDER HUGHES' APPROACH

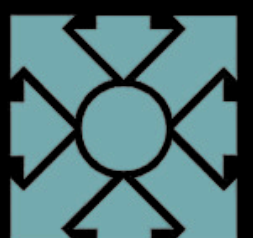
Initial Consultation: Alexander Hughes conducted a detailed consultation with the key stakeholders to understand the critical attributes and qualifications needed for the role.

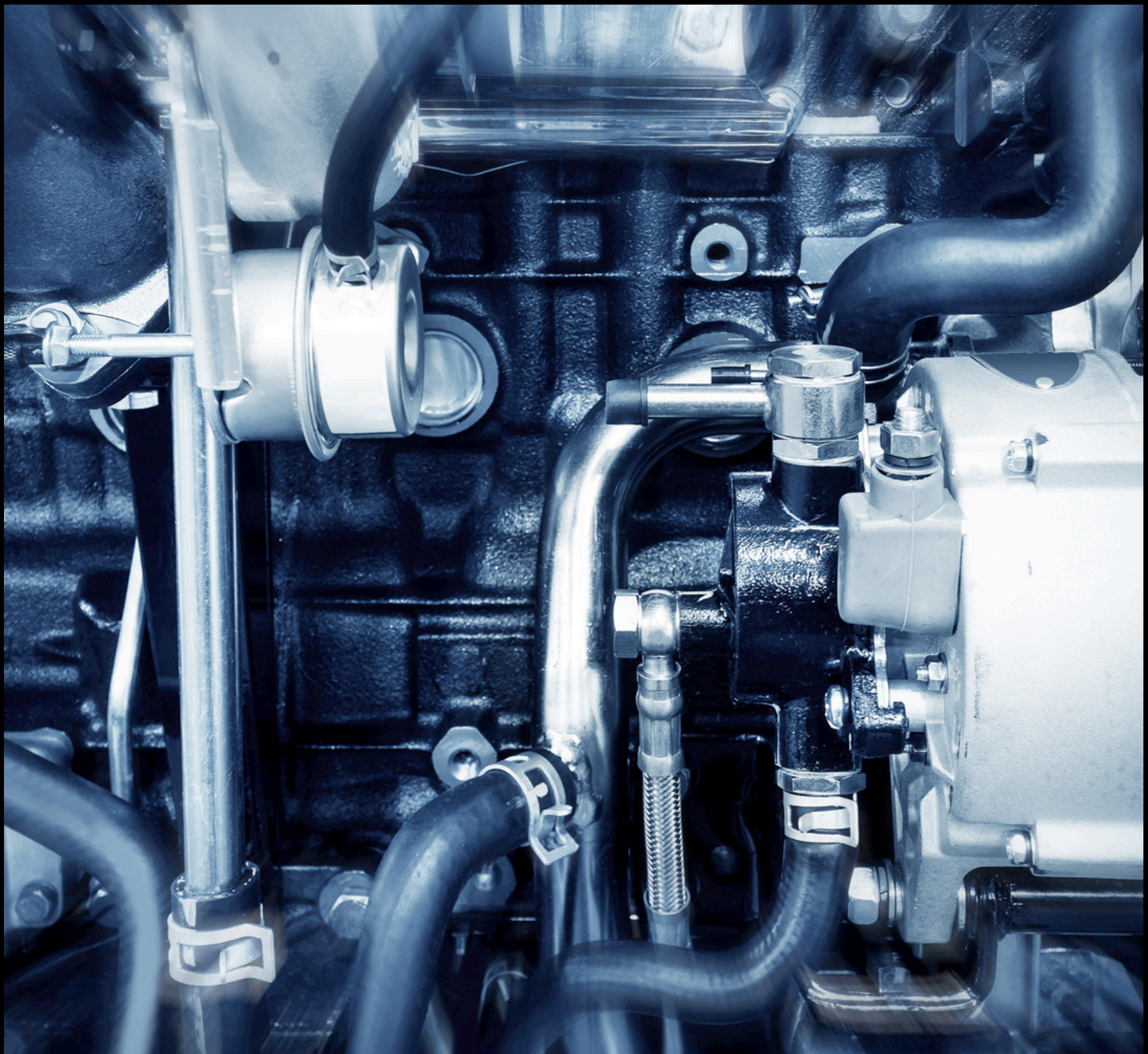
Market Mapping and Talent Scouting: Conducted a comprehensive search within the automotive ecosystem to identify potential candidates who matched the rigorous criteria set by the client. This included leveraging industry contacts, scouting competitors, and exploring non-traditional sectors for hidden talents.

Candidate Evaluation: The initial screening process was followed by a rigorous panel interview that assessed both hard and soft skills through leadership evaluations and practical examples from the candidate's career, which were thoroughly cross-referenced. This was conducted in conjunction with a cultural fit evaluation by the panel to ensure alignment with organisational values.

Shortlisting and Presentation: Alexander Hughes presented the client with a shortlist of four highly qualified candidates within the agreed timeframe of 6 weeks.

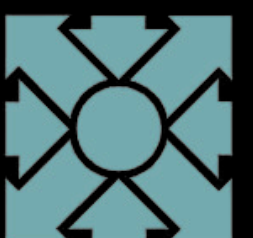
Selection and Onboarding: The final candidate underwent a comprehensive personality assessment, followed by a detailed report and a feedback session. This approach assisted the client in making the final selection, ensuring a smooth negotiation and onboarding process that seamlessly integrated the chosen candidate into the company.





OUTCOME

The selected candidate, originating not from a direct competitor but rather from within the broader industry ecosystem, introduced a fresh perspective to the client's strategy team. Upon successfully integrating into the company and driving significant growth initiatives within the discrete industries segment, the client saw enhanced market penetration, improved profit margins, and stronger brand visibility within targeted sectors.



IMPACT

Sales Growth: Accelerated sales and profitability across discrete industry verticals.

Market Leadership: Strengthened the client's position as a market leader.

Innovation: Spearheaded new initiatives that aligned with emerging market needs and technological advancements.

Team Development: Fostered a culture of high performance and continuous improvement within the marketing team.

This successful placement not only fulfilled the immediate needs of the client but also contributed to the company's long-term strategic goals, demonstrating Alexander Hughes' capability in executive search and leadership consulting.



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MEET THE TEAM

JOANNE MACCRIS



Joanne joined Alexander Hughes in 2020 as Managing Partner of the UK and Ireland offices. Joanne has her Master's Degree in Human Resources and is a seasoned Talent Acquisition professional with extensive knowledge within the Industrial Automation, Technology and Manufacturing sectors.

Joanne began her career 22 years ago and has since developed her base of industries, clients and candidates globally to offer a wide range of professional services. She is committed to world class standards and effective in promoting positive relationships and capable teams to deliver on her client's vision and mission.

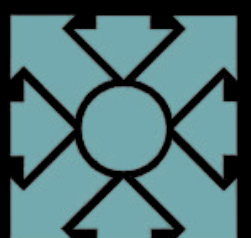
Her passion is to build leadership capability through assessment, talent development and advocating a corporate culture of inclusion and alignment where every individual contributes their best.

Today's global business challenges call for holistic insight and innovative solutions to developing creative strategies, engage people enabling organisations to deliver exceptional performance. Joanne is inspired in using her experience in evolving human resources practices, collaborating with colleagues across geography's and sharing their expertise.

Joanne brings advanced interviewing, assessment and on-boarding skills with an adaptable and forward-thinking approach to the Group.



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MEET THE TEAM

ALISTAIR LEPPENS



Ten years ago, Alistair embarked on his career journey following the completion of his Bachelor's Degree in Information Systems. Since then, he has expanded his portfolio of clients and candidates on a global scale within the digital and manufacturing engineering disciplines. His current focus areas encompass the United Kingdom and Europe.

Alistair's experience encompasses areas surrounding operations and digital transformation, extending into cutting-edge technologies such as cybersecurity, AI and Data. He has formed partnerships with various organisations and played a pivotal role in their digital transformation endeavours. Alistair has been instrumental in team expansion by identifying key leaders with a proven technical acumen and finely-tuned leadership skills.

At the core of Alistair's principles lie integrity, professionalism, and transparency, which have contributed to the successful establishment of his global candidate network. This, in turn, provides him with a specialised talent pool crucial for emerging startups and well-established IT corporate giants alike.



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