

Searching For the Right President!

Executive Search is changing and we are required to find more specialists for our clients. Finding the right president or chief of staff is becoming more challenging and international. At Kennedy Executive we are dedicated and more and more focused on servicing our clients on a global level. How do we do that?

The world is transforming and though many of our clients are innovators, some are laggards. For many large corporates, it takes time to change. However, for some of our innovating clients, change is imminent as they will otherwise not survive.

One of the biggest challenges is Big Data/ Marketing Intelligence. By placing the chief Big Data specialist at one of Holland's biggest insurers, our client used our knowledge on forming a big data team. Through big data/ marketing intelligence, they can offer dedicated products and services to existing and new clients better.

How did we convince the insurance company? Through our international network and market requirement within our innovating clients. Our clients in the USA are more developed when it comes to big data/ marketing intelligence than our European clients. Our partner Integrated People Solutions in Denver, Colorado, has been giving us up to date market information.

We are not only assisting the insurer but also one of the largest beer organizations globally in order to challenge market conditions. The beer industry is stagnating. Furthermore, margins are declining and supermarket chains are becoming more and more demanding. These clients want to be in contact with the consumer directly. In addition, due to internet and new supply chain models like Foodora and Deliveroo there are new approaches to the market.

Why did the insurer and the beer organization use our services? They have a full fledged in-house recruitment team. However, they did not know what is required in establishing these teams. Kennedy Executive Search was not only required for the recruitment of these candidates but primarily as a professional consultancy. Our services had proven that our access to the market was much better. We understand the skill set required and what motivates these candidates. We managed to form a new big data /marketing intelligence team within 4 months for each dedicated client.

What is in it for you?

The world is changing, or did I say this before? We do see that inhouse recruitment teams are doing a great job and we work hand-in-hand with them. For some jobs, the inhouse recruitment teams are the best option. For other ones, it can be better for you to use an external partner: the candidates appreciate seeing that an executive search firm is running the search and it often adds importance to the vacancy. Another excellent reason to retain a direct search firm is when you move into a very specialist area. Big Data as described above is very special and here at Lens & Partners we talk to big data people every week. We know the salaries and what makes the market tick. We can make the difference between those candidates who are really good and those who say they are good (all of them). Our colleagues from DNA Headhunting/ Kennedy Copenhagen on the other hand know the consumer goods industry very well as they have worked in it themselves for decades. And VIR HR Human Resources/ Kennedy Italy is a specialist in luxury and retail.

We all work together in a network and exchange not only candidates but also market intelligence and best practice.

We are able to assist you in forming your presidential innovative staff. **We can make your organization great again!**

Good for us and good for you. Win-win?

For more information about our services, approach and dedicated industries, please visit our homepage (<http://www.kennedyexecutive.com>). One of our 50 consultants will have the right answer to your questions, as industry specific or complex as it may be.



About the Author

Dave Heilbron is Partner of Lens & Partners Executive Search and Coaching/ Kennedy Executive The Netherlands and of Brevèl HR. He specialises in finding Finance, Actuary, Quant and Big Data specialists.