

CASE STUDY

FRANCE COUNTRY MANAGER –
SEARCH FOR A COUNTRY MANAGER FOR
A SPECIALTY OEM MANUFACTURER OF PPE



CLIENT

Original Equipment Manufacturer
(OEM)

SPECIALISATION

Personal protective equipment
(PPE) gloves

SUMMARY

A leading global OEM manufacturer of PPE gloves appointed The Sales Experts to headhunt a highly experienced Country Manager for its French operations. The goal was to find a sales leader with established network.



KEY STATISTICS

HUMAN RESOURCES

1 BUSINESS DEVELOPMENT MANAGER

1 SENIOR RECRUITER

2 TALENT ACQUISITION MANAGERS

TOTAL HOURS

260

TIMEFRAME

14 WEEKS

KEY CHALLENGE

Dealing with **legal constraints** around recruiting for a company that did not have a French legal entity was a very real search challenge. Furthermore, extended notice periods of up to 6 months create a considerable barrier.

REQUIRED ROLE

1 **Country Manager** with a proven history of selling custom-manufactured safety gloves and building market growth in the PPE industry. A high level of technical knowledge and the ability to sell in a complex, solution-based sales environment were essential.

RECRUITMENT STRATEGY

The Sales Experts crafted a search strategy aligned with the client's commitment to quality and safety product design. The process began with an extensive industry analysis to understand market trends and build a potential candidate database. The candidate profile emphasized experience in the PPE industry, strategic leadership, a strong industrial network, and consultative selling excellence.

The campaign used industry networks, online platforms, and direct headhunting to find top candidates. The selection process involved thorough evaluations of leadership skills, market knowledge, strategic sales thinking, and cultural fit refined through detailed feedback from the client. Headhunting focused on candidates with a proven track record of managing sales operations and driving market growth. Multiple interview stages ensured alignment with the client's goals, and close collaboration with the leadership team confirmed the right fit. This approach was crucial in appointing a Country Manager to lead the company's operations in France.

RESULTS

The recruitment effort achieved outstanding results.

Country Manager (France)



****Cold Screening of Candidate Profiles**

Candidates Presented

Agency Side Interviews Conducted

Client-side Interviews Conducted

*** Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

CONCLUSION

The recent appointment of a highly qualified Country Manager highlights the effectiveness of The Sales Experts' specialized headhunting program. The focus was on candidates with strong leadership experience and a deep understanding of the PPE industry. This led to the identification of a candidate who could improve operational efficiencies, encourage market growth and enhance the company's competitive position.

