



IS YOUR COMPANY...
MOVING TO
A NEW REGION?



IS YOUR COMPANY...
BUILDING OR
MOVING AN HQ?



IS YOUR COMPANY...
GROWING FAST?



IS YOUR COMPANY...
RESTRUCTURING?

MAP & TRACK™

CASE STUDIES & TESTIMONIALS

Success stories from our clients over the last 10 years

MAP & TRACK™

An industry changing, talent mapping acquisition and tracking service creating pools of world class talent to meet your people supply and succession planning needs.

"Nichols are exceptional innovative thinkers, developing programmes like MAP & TRACK™ that put their company in a league of their own as a search firm."

HR Director Europe, Middle East & Africa

Purpose

Establish an external talent pool of high potential talent that is available to fill the inevitable gaps in your middle to senior level management succession plans.

Identify and benchmark high potential "world class" talent across broad geographic boundaries.

Attract and retain those candidates that are successful in their careers and not seeking an immediate role, but are interested in strategically managing their careers.

Process

Conduct mapping and benchmarking campaigns to source high potential executives, in any industry, function, level and across geography.

Select the best talent to create pools and manage these relationships for a defined period of time.

Inform, educate, communicate and motivate to ensure candidates in the pool are always available for hiring.

Global soft drinks consumer goods company

Commercial Leaders across Central and Eastern Europe

Having successfully developed their business in Hungary, Poland and Czech Republic from their headquarters in Budapest, the region was to expand into new territories including Romania, Hungary and Poland. Their need was for Sales and Marketing Directors from the top FMCG companies who could help them with their growth and expansion in the region. MAP & TRACK was deployed to find the best, ambitious candidates who could step up into their first director roles and have the potential for future promotions to VP level.

This led to interest from the company's European HQ in London and based on its success, smaller MAP & TRACK projects were designed to provide talent pools in Russia for Sales Directors and Financial Directors.



"One of the challenges in Eastern Europe is finding really good commercial talent – technical talent is more readily available, but commercial talent is at a premium, and that is what we wanted to source: great sales and marketing people. For us MAP & TRACK was a great way to take the lead time out of the equation. We had time beforehand to vet the candidates – we were very happy with the quality but the tracking period really helps get the fit right, because you develop a relationship based on multiple conversations instead of sound bites – some we cooled towards as the programme developed, maybe some cooled towards us, but that was fine, we made appointments with a lot of confidence. And no lead time of course!"

Vice President HR

"Nichols is a great partner for us; they fully understand our company and culture. They have a "high touch" approach to the candidates that transmits a great image of the company. They have come with innovative ideas on how to help us in tough talent markets such as Eastern Europe and Russia."

Vice President HR, SW Europe

German pharmaceutical company

General Managers for Europe

Our client was embarking upon an ambitious expansion plan following a company acquisition. We were asked to build a talent pool of General Managers for ten European countries. MAP & TRACK was able to benchmark, map, search and interview candidates in order to create talent pools of high calibre leaders. A second objective of the project was to communicate a new corporate employer branding via our engagement with candidates – spreading key messages across their competitors around the region.



"We worked with Nichols on a Talent Mapping project covering 10 European countries. We chose to partner with Nichols because of their openness to innovative sourcing strategies and understanding of how the recruitment industry is changing. We've been impressed by their commitment to gaining an in depth understanding of our company, its culture and strategy and, as a consequence, we have great faith in their ability to market our company to potential candidates."

Senior HR Director Europe Region & Global

Global personal care consumer goods company

General Managers & Commercial Leaders, Middle East, Africa, Eastern Europe

Following the arrival in Europe of a newly appointed HR MEA Director from South Africa, there was a pressing need to build a pipeline of talent across the Middle East, Eastern Europe and African markets as this region became the focus of their investment and expansion. They saw a need for General Managers and senior Commercial and Marketing people reporting into three sub regions – CEE (Moscow), the Middle East (Bahrain) and Africa (Johannesburg). MAP & TRACK enabled the creation of talent pools for Russia, Ukraine, the CIS states, the Middle East, West, East and South Africa. Over the duration of the project, eight new leaders were hired from the talent pools.



“Nichols are exceptional innovative thinkers, developing programmes like MAP & TRACK that put their company in a league of their own as a search firm.”

“We implemented MAP & TRACK in our region for General Manager skills and the programme paid for itself in its first year (generally a three year programme). Between programmes like this, the service you receive from his boutique firm and their intimate knowledge of the tough recruiting markets of Eastern Europe, Africa and Middle East, Nichols would be my first stop for executive searches. I would highly recommend NICHOLS to anyone who is looking to solve the impossible external search issues. Overall, it’s been exceptional. It’s a fantastic programme and been a great employer branding exercise – candidates have a totally different perception of KC and that’s very helpful for us. Now we’re looking at other areas where we might use it.”

HR Director Middle East, Eastern Europe and Africa

“Roger has shown a terrific understanding of the challenges in area of recruiting high talented people, proposing solutions and always going the extra mile in order to achieve the goal.”

President, MEA Region

Swiss consumer healthcare company

European Marketers

Our client had a real need for world class FMCG marketing skills in order to strengthen their brands in an ever increasing world of self-medication and consumer choice. We built a pool of marketing talent for strategically important market clusters across Europe in the following four areas; Nordics, France/Benelux, Italy/Greece and Iberia. We engaged with a wide potential pool of high potential marketing talent across Europe, and also spreading a newly developed employer branding message for the organisation. Our client certainly got ahead of its competitors in this particular war for the best marketing talent.

Newly created pharmaceutical company

BUD & Medical Affairs Directors Europe

There was a need to build pools of talent across four major European countries for Business Unit Directors and Medical Affairs Directors. The company was planning to split into two different legal entities in the summer of 2015 and saw MAP & TRACK as the ideal service to ensure that after the organisational design and talent planning process was completed that no gaps or future threats were exposed. We built a pool of 16 high potential candidates to meet their immediate, mid and long term needs. It also proved to be an invaluable employer brand building exercise communicating the plans for the two new organisations.

US consumer healthcare company

Marketing and consumer insight talent of various levels across Europe

Following the newly appointed CMO in the global HQ in the US, our client was building a new Global and European marketing and Insights functions based in the UK. The business needed to up-skill its horsepower in both functions and develop 'game-changing' teams. This time a more hybrid solution was needed; the roles were many but all in one location, the timing immediate and the project critical. Our modular approach with the option from a Platinum to Bronze service was utilised and we built three pools for each function (18 candidates for each function), with talent ready for manager, director and senior director positions.

British pharmaceutical company

Marketers with GM Leadership potential in CEE

We worked on a Gold level project to build their Area Marketing team for CEE, based in Warsaw, Poland. The object of the project was to build capability in marketing - both in numbers and quality. We were tasked with identifying and attracting top FMCG talent across the region that wanted a change of industry sector and were attracted by working in healthcare. We searched in Russia, Romania, Hungary, Czech, Poland and at European HQ level, and built a pool of 8 top class candidates who are being tracked at this moment. In addition, as a result of our detailed benchmarking and search across the region, our client were also able to recruit a Marketing Director for the region and one for Poland, and also a high potential MBA talent who has joined their fast track development programme. We are now talking with our client about other projects throughout Europe and the Americas.

French beauty and cosmetics retailer

Category talent across Europe & Middle East

Looking to drive the vision and strategy of their newly appointed Director of Offer, our client invited us to partner with them to build very specific talent pools across all levels of category marketers from managers through to senior directors. Our task has been to populate three specific talent pools across diverse recruitment geographies including the UK/France, Germany and the Middle East. One of the key objectives relating to this project is to up-skill across all levels, markets and sectors which include make-up, fragrance and skincare.

To date, we are now well on the way to building these talent pools which are proving to be of immense value to our client as they are greatly assisting them to achieve both their immediate and their longer-term needs. MAP & TRACK is also generating extremely positive feedback from candidates who are describing their experience as 'a first in the industry' and a visionary step which is seen to be very much in line with our client's own culture and philosophy.

If you are interested in learning more about
MAP & TRACK and how Nichols can support you
we can be contacted via

info@nicholsconsultancy.com

+44 (0)1628 810717

Roger Nichols Managing Director