
Global Category Director, Colour & Styling

An anonymised EB Talent search case study.

Professional hair | Beauty | Cosmetics | Personal care

The commercial challenge

157 identified

6 shortlisted | 1 appointed

The appointment

A global personal-care manufacturer required a category leader combining professional-hair technical depth, innovation and international cross-functional leadership, with relocation to Italy.

Why it was difficult

The market was narrow: eight to ten years of relevant category experience, technical-commercial credibility and genuine relocation appetite.

Research, assessment and result

Our approach

EB Talent mapped the global market, tested technical and leadership evidence, assessed relocation early and maintained a focused candidate proposition.

The result

One leader was appointed with more than nine years of multi-jurisdiction category experience. The client also gained a current view of talent scarcity and relocation appetite.

The client gained an appointment plus a more current view of talent availability, market response and the strength of the proposition.

Anonymised to protect client, candidate and proprietary search information.