
International Country Leadership Appointment

An anonymised EB Talent search case study.

Professional hair | Beauty | Cosmetics | Personal care

The commercial challenge

**Under 7
weeks**

96 mapped | 52 assessed

The appointment

An established industry business entering a new country needed a commercially credible local leader to translate an international proposition into growth.

Why it was difficult

There was no inherited local network, reliable applicant pool or established employer awareness in the market.

Research, assessment and result

Our approach

EB Talent mapped passive leaders, tested the proposition in live conversations and gave weekly feedback on package, title and response.

The result

Nine candidates were presented, five progressed to client interview and an offer was accepted in under seven weeks.

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.