



ZANDER SEARCH

CASE STUDY

RECRUITING A KEY CLIENT PARTNER

SITUATION:

Our client was a specialist provider of technology and processing services to the financial services and banking industry. Whilst this organisation had a number of key relationships, one bank accounted for a significant proportion of the global sales budget. The relationship with this client was becoming strained.

REQUIREMENT:

Zander Search were retained to find a Client Partner to own and manage a \$100m+ relationship acting as a business leader with full P&L responsibility. Alongside this, the global account team had a history of poor teamwork and a lack of client focus, so it was critical to find someone who could work effectively with both the regional client partners and the global lead. The aim was to create a fully unified and global client relationship capability.

SOLUTION:

Zander Search began the process by mapping both strategic advisory and technology services businesses to identify the key client partners. We also looked for people with a history and referenceable track record of working with the end client.

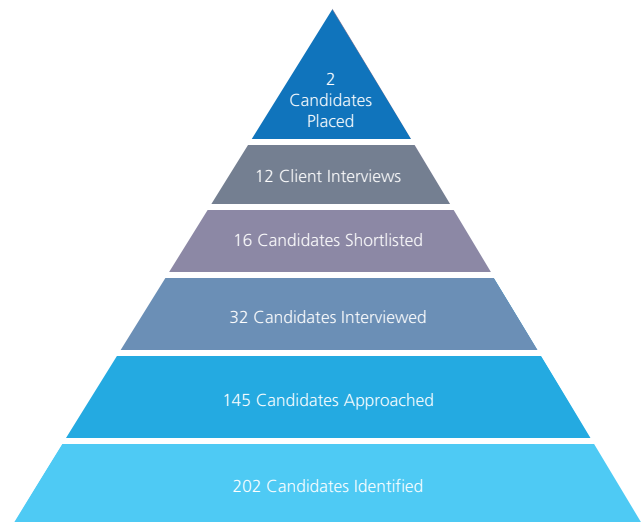


Illustration of the life cycle of this project showing how many candidates were considered at each stage of the recruitment process.

THE OUTCOME:

This search focused on 86 known client partners, and produced a long-list of 12 individuals. Because of the nature of the relationship to be managed, our client chose to interview all 12 of the long-list candidates. From this process the client made 2 hires – the Client Partner (original brief) plus a dedicated sales resource for the account.

THE CHALLENGES:

The challenge with this search was the need for an individual with relevant functional expertise and industry knowledge, as well as experience of successfully managing complex accounts. Additionally we needed to find someone who could help our client improve internal relationships between regional client partners.