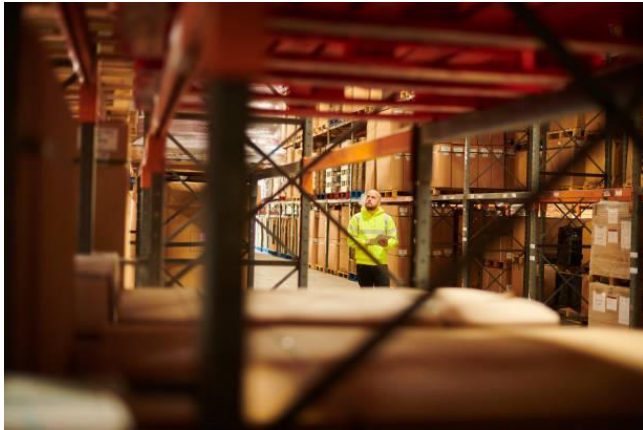


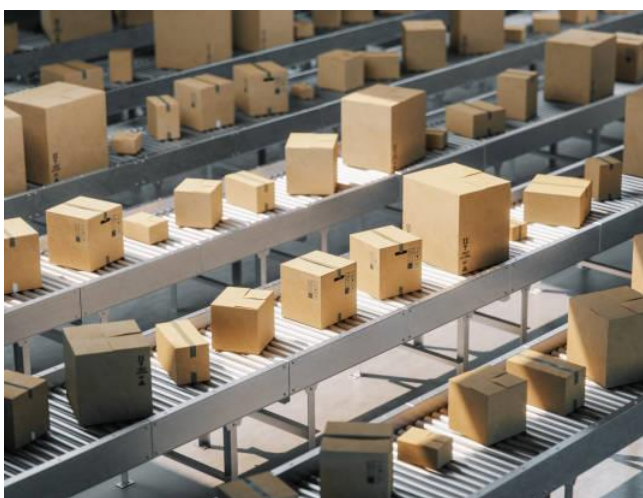
Case Study

Appointment of a Non-Executive Director



Key Themes/Points

- The Chair of our AIM listed client felt there was a strong need for the business to change direction to achieve its ambitions to grow and to diversify its product offering
- Norman Broadbent provided a strong long list of potential candidates who could all demonstrably assist in this ambitious strategy
- A background in manufacturing as well as a strong understanding of SaaS were vital to this successful appointment



CHALLENGE

Our client, an AIM listed manufacturer and supplier of domestic consumer products, had endured a turbulent couple of years characterised by problems with supply partners and manufacturing facilities. Some negative announcements to the market regarding trading losses added to its woes. The departure of a long-standing non-executive director provided an opportunity to appoint a director to its Board who could support the business' pivot from a traditional manufacturer/supplier to a provider of diversified SaaS products. Moreover, a new non-executive director could bring a fresh perspective and deep commercial experience to support the Board in navigating its short to medium term growth agenda.

SOLUTION

The Chairman approached us at the beginning of the year, outlining his requirements for a new non-executive director. Working closely with our client, we put together a compelling candidate brief outlining the challenges that lay ahead but also highlighting the many positive elements of the business. This was going to be a role for someone who really wanted to contribute their technology expertise and commercial acumen to a business in turnaround. We were fortunate in that our strong network of non-executive talent provided us with the foundations of a long list characterised by experienced non-executives with demonstrable experience in manufacturing, as well as a deep understanding of IoT and SaaS offerings. Additionally, we were focused on finding someone who understood how to harness and monetise the value of data.

OUTCOME

Our client was very pleased with our long list and immediately identified more than ten individuals from which he wanted us to build our short list. After a rigorous interview process we delivered a strong short list of six candidates, all of whom went on to the client's interview process. After a thorough interview process with the Board, due diligence and referencing by both parties, the new appointment was announced to the market and our client is now very much on its way to achieving its strategic objectives.

If you would like to hear more about The Norman Broadbent Group, or to discuss a specific people challenge or assignment in confidence, please do not hesitate to contact **Angela Hickmore**, Group Managing Director on 07483 015584 or via angela.Hickmore@normanbroadbent.com

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