

## CASE STUDIES

### Marketing Director

A global banking organisation had reached a difficult crossroads in their launch of a pan-European e-banking service for high networth individuals. An interim was needed to refocus the strategy in light of the business objectives – to understand who important customers were and how they could be effectively reached. The result was a customer centric marketing programme with a targeted pricing strategy. A newly created brand was aligned closely with corporate strategy and successfully differentiated the bank from the competition.

### CIO

A global media organisation was looking to deliver a transformation programme, turning them from an internal service supplier to a business function that could contribute to business strategy. The role was delivered over a two-year period. It was extremely high profile with an emphasis on successful completion.

### CEO

Backed by a consortium of leading private equity organisations, this business services company had a number of issues ranging from the staff through to the bottom line. Private equity shareholders rapidly realised that the company's Chief Executive was no longer competent in delivering the results they needed to survive. They brought in an interim manager who could stabilise the organisation and deliver a turnaround in line with the private equities organisation's demands.

### HR Manager

A large global pharmaceutical company needed to bring in an HR Manager while the incumbent went on maternity leave. The role meant developing the recruitment process along with the HR shared service centre. Our interim delivered the role within six months and was then asked to remain for a further three months to deliver a number of change projects.

### CTO

A recently floated online b2b organisation realised at the last hour that their current IT Director couldn't complete several critical programmes. The need was so urgent that interviews took place over the weekend and the interim CTO started on the Monday. His first task was to assess and stabilise the programmes before putting them back on track. Then he was asked to reorganise the technology function so that it better delivered business requirements.

### Finance Director

This b2b organisation had recently acquired a new business. Things did not look promising for the Finance Director, who lacked the drive, leadership and analytical skills to respond to the parent company's demands. A decision was taken to bring on board an interim Finance Director - someone with immediate gravitas and experience within a similar sector. The successful candidate reshaped the finance team and more than managed the expectations of the parent company. Having resolved the outstanding issues, the interim then recruited a permanent successor.

## **Sales Director**

This telecommunications company had a very disparate sales team who had lost direction and momentum. There was an immediate need to bring on board an interim Sales Director with a background in account management and operations. The interim was required to analyse the sales team, re-organise and refocus before assessing who the major accounts were and what additional products should be brought to market to retain a competitive edge.

## **Board Advisor – Outsourcing**

This global white goods manufacturing company was under the impression that outsourcing some of its technology function would be a cost effective solution that would enhance their business. They had not delivered this type of business solution before and brought on board an interim manager who had delivered a number of similar projects to India, Vietnam and the Philippines. The role of the interim manager was to deliver a due diligence project and to advise the board of both the pros and cons for their organisation.

## **General Manager**

Assessing its business opportunities in the Middle East revealed to this global retail organization the need for a general manager who had worked extensively in the region and who had the contacts and experience to set up and create a retail operation. The organisation had a number of operational staff that could be brought in but needed a front runner to establish the business and bring those individuals up to speed before passing it on to them. The role was a year long and created a new revenue stream in a new country.