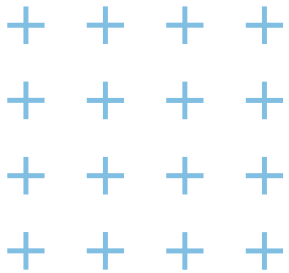


THE
sales
EXPERTS

CASE STUDY

GLOBAL EXHIBITION COMPANY'S
QUEST FOR A SENIOR
BUSINESS DEVELOPMENT MANAGER



CLIENT

Global exhibition company

SPECIALISATION

Face-to-face and digital events

SUMMARY

A leading global exhibition company, required two Senior Business Development Managers to expand their flagship events and foster year-round industry communities.



KEY STATISTICS

HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 2 SENIOR RECRUITERS
- 6 TALENT ACQUISITION MANAGERS

TOTAL HOURS

185

TIMEFRAME

10 WEEKS

CLIENT

The client is a global powerhouse in organizing events that build businesses, with a portfolio spanning over 400 events in 22 countries. They elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions. They sought a professional to help drive growth both in-person and virtually.

REQUIRED ROLES

1 Two Senior Business Development Managers with a unique blend of experience in cultivating business across diverse sectors, from aerospace to travel. The ideal candidate would not only understand global business development but also be adept at leveraging digital platforms to enhance customer engagement and drive continuous sales growth.

RECRUITMENT PROCESS

Inspired by the client's extensive reach and innovative spirit, a **targeted headhunting strategy** was crafted. The search focused on professionals with a proven track record in business development and a keen understanding of digital transformation in event management.

A bespoke database was created, pulling from a wide net of candidates across various sectors. The search prioritized individuals with:

- Experience in driving business development for global events.
- Proficiency in digital product integration.
- A visionary approach to creating all-encompassing customer experiences.

The recruitment process involved:

1. **In-depth Market Research:** To understand the unique demands of the sectors served by the client.
2. **Targeted Headhunting:** Focusing on candidates with experience in similar roles and industries.
3. **Rigorous Evaluation:** Utilizing a comprehensive assessment tool to gauge candidates' sales acumen and fit with the client's culture.
4. **Streamlined Interview Process:** A maximum of three stages to ensure efficiency and respect for candidates' time.

RESULTS

Senior Business Development Manager



- **Cold Screening of Candidate Profiles**
- Agency Side Interviews Conducted**
- Candidates Presented**
- Client-side Interviews Conducted**

*** Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

CONCLUSION

The search for the Senior Business Development Manager was not just about finding a candidate with the right skills; it was about finding a leader who could embody the client's mission to merge the physical with the digital, creating immersive experiences that drive the business forward.

The success of this placement illustrates the power of focused and specialized headhunting. By understanding the nuances of the global exhibition market and the transformative potential of digital integration, the perfect candidate was secured. This strong addition to the client's team promises to strengthen growth and secure its position as a leader in the evolving landscape of global trade show and events landscape.



www.thesalesexperts.com