

CASE STUDY

HS2/INFRASTRUCTURE ENTERPRISE
SENIOR BDM RECRUITMENT
FOR TECHNOLOGICAL COMPANY
- A LONDON ACHIEVEMENT IN 10 WEEKS



CLIENT

Digital Innovation Center

SPECIALISATION

Technology Innovation

SUMMARY

Finding Senior Business Development Manager who not only possessed a proven sales record but also had an in-depth understanding of digital transformation technologies in 10 weeks.

KEY STATISTICS

HUMAN RESOURCES

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

TOTAL HOURS

160

TIMEFRAME

10 WEEKS

CLIENT BACKGROUND

A pioneering London-based technology innovation center, sought a highly skilled Enterprise Senior BDM to enhance their cutting-edge digital solutions outreach to enterprises across the UK.

With a mission to drive early adoption of advanced digital technologies, the role required a candidate with exceptional B2B sales experience, deep industry-specific approach industry knowledge, and a strategic approach to business development.

The competitive remuneration package was designed to attract the most skilled and qualified talent to achieve client's ambitious growth objectives.

REQUIRED ROLES

- 1 Enterprise Senior Business Development Manager
- Client faced the challenge of finding a candidate who not only possessed a proven sales record but also had an in-depth understanding of digital transformation technologies such as AI, blockchain, and AR within a transport environment.

RECRUITMENT STRATEGY

The ideal candidate needed to demonstrate:

- Strong knowledge of Transformational Rail Infrastructure projects;
- Extensive experience in B2B sales within the technology sector;
- A strategic mindset for identifying and pursuing new business opportunities;
- The ability to communicate complex technical concepts to non-expert audiences;
- A strong network within the UK's digital and technology ecosystem.

Having a goal of hunting the top expert in selling advanced digital technologies to transport sector, we started our search by creating a significant database of the best London-based professionals. We employed targeted research and engagement strategies to identify candidates who not only matched the job requirements but were also aligned with company's vision for innovation. The selection process was thorough, including detailed interviews, presentations, and compatibility assessments to ensure candidates' values and ambitions aligned with those of our client.

RESULTS

Enterprise 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

This case study demonstrates how we used a targeted and strategic headhunting approach to find a high-caliber Senior Enterprise Business Development Manager for Digital Innovaton Center in London. With this new addition to the team, our client is now better positioned to lead the digital transformation agenda in the UK and promote the adoption of emerging technologies across industries. Our structured and efficient recruitment process resulted in a successful outcome and exemplifies our ability to meet and exceed client expectations in the fast-paced technology recruitment sector.