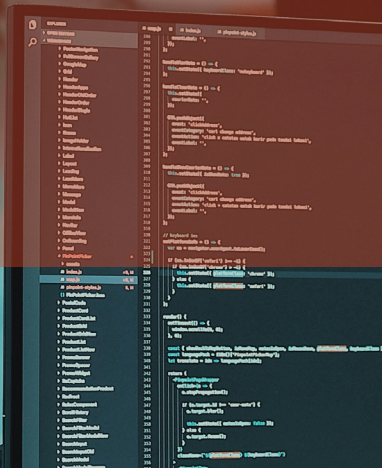


**THE**  
*sales*  
**EXPERTS**



# CASE STUDY

SEARCH FOR SENIOR SOFTWARE  
COUNTRY MANAGERS – A TARGETED  
APPROACH ACROSS CONTINENTS



## CLIENT

Greycon

## SPECIALISATION

Software

## SUMMARY

We hired 6 Senior Software Country Managers with technical expertise and leadership abilities across the UK, APAC, Japan, Brazil, Mexico, and the USA within 16 weeks.





# CLIENT BACKGROUND

Greycon, a global leader in production planning and optimization software, embarked on a strategic initiative to hire Senior Software Country Managers across the UK, APAC, Japan, Brazil, Mexico, and the USA. The objective was to acquire talented leaders to drive business and operational excellence, leveraging Greycon's celebrated achievement in the Queen's Award for Enterprise in International Trade.

## KEY STATISTICS

### HUMAN RESOURCES

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

### TOTAL HOURS

340

### TIMEFRAME

16 WEEKS



## REQUIRED ROLES

6 Senior Software Country Managers across the UK, APAC, Japan, Brazil, Mexico, and the USA.

The challenge was multifaceted: sourcing candidates with the technical expertise in Greycon's product suite, the ability to navigate diverse markets, and the leadership qualities necessary to manage and expand country-specific operations.

## RECRUITMENT STRATEGY

Greycon sought individuals with:

- Profound knowledge of supply chain optimization software;
- Proven track record in global market development;
- Leadership qualities to manage cross-cultural teams;
- Exceptional communication skills for high-level customer and partner engagement.

We implemented a comprehensive global search, utilizing its extensive network and industry standing to attract suitable candidates. The recruitment strategy capitalized on Greycon's innovative edge and commitment to sustainability and customer satisfaction to draw in prospective leaders. The search targeted professionals with a strong fit for Greycon's culture and strategic vision, with an emphasis on their international trade accolade to highlight the company's success.

The search produced a strong pool of qualified candidates, reflecting Greycon's high standards and extensive global reach.

# RESULTS

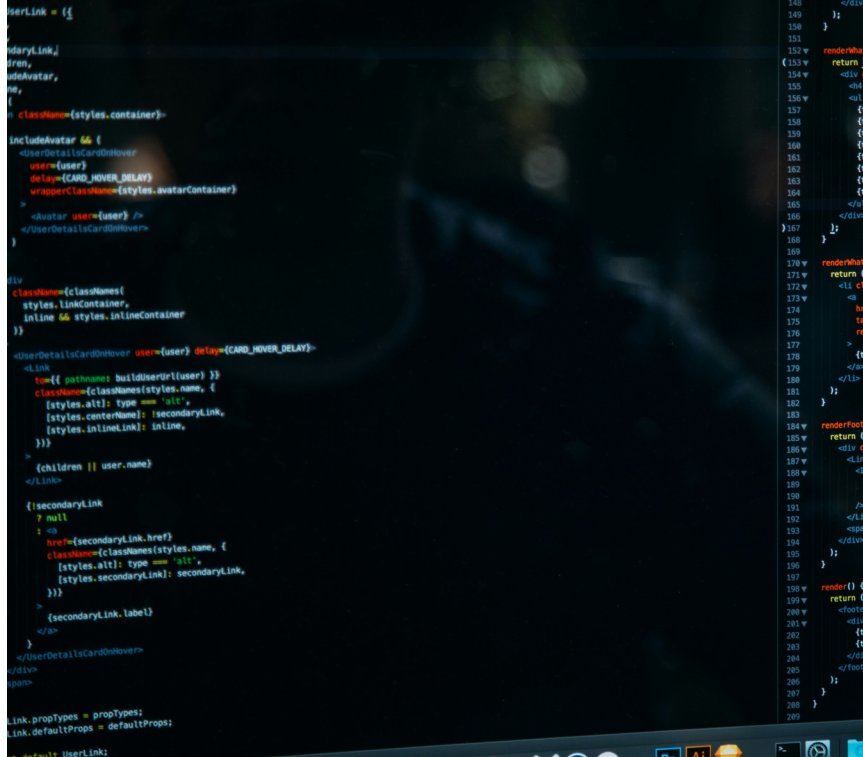
Senior Software Country Managers for UK, APAC, Japan, Brazil, Mexico, and the USA



- \*\*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.*

These recruits not only populated Greycon's leadership roles but also reinforced its commitment to driving international growth through expertly managed regional operations.



# CONCLUSION

The successful global search for Senior Software Country Managers enabled Greycon to position itself strongly in key international markets. The newly appointed managers are expected to catalyze Greycon's market penetration and innovation, consistent with its reputation as a leading provider of planning and optimization solutions for roll-based and flat-sheet industries. This case study highlights the efficacy of a strategic and methodical recruitment process in building a resilient global leadership team, poised to champion Greycon's continued expansion and success.

