



Case Study

A Multinational FMCG business with existing extensive operations in Nigeria required a Managing Director to lead their expansion into the Food Industry locally. This was a Greenfield project and required an individual with proven start-up experience within this new category.

Key Elements of the Process

- ▶ Whilst the Client was well established in Nigeria within FMCG Home and Personal Care, Foods experience was critical to compliment the existing senior management team.
- ▶ Through the Competency Based Interviewing, we were able to identify those candidates with a strong entrepreneurial and solution-focused approach for this start up situation.
- ▶ Due to the calibre of candidates presented, two hires were made off the Short List.
- ▶ The new Foods Division has been so successful that within two years, demand for the product requires production to capacity and a second factory is being planned.

The Situation

With a strong established brand in Nigeria already, this leading Multinational FMCG Company made the strategic decision to expand their offering to the growing consumer market by opening a new Foods business in addition to their established Home Care and Personal Care divisions.

Our Goal

To identify a Managing Director who had proven start up experience specifically within the Food Snacks sector. The individual needed a strong understanding of RTM for this product in Nigeria, as well as bringing good insights into brand creation and marketing snacks to the Nigerian consumer.

Our Solution

Our Research Team mapped all the foods businesses within Nigeria, including both local and multinational companies, as well as mapping Nigerian candidates currently based outside the country but with extensive Africa experience.

Results

176 suitable candidates were mapped and approached for the role. 26 candidates were CV and then Competency Based Interviewed. All eight candidates presented on the Short List were of interest to the client and the quality was so high that this resulted in the appointment of the Managing Director as well as a second candidate being offered a key position in the start-up team.