



Case Study

A leading Insurance Company in Nigeria was seeking a Head of Retail Business with specific experience and a skill set most likely to be found in a more mature insurance market than the Nigerian market.

Key Elements of the Process

- ▶ Due to the immature nature of the Agency Model for Insurance in Nigeria, we were tasked with identifying the skills required internationally and in very specific locations.
- ▶ At the time of the search, there was unrest in Northern Africa and Nigeria, requiring the ability of the EIA team to overcome candidate concerns over the safety of relocating to Nigeria.
- ▶ Although the Nigerian market was not as mature as others, we identified 2 Nigerian candidates who had very good Agency Building experience.
- ▶ The client was delighted to offer one of the local Nigerian candidates without compromising on the skill set and also saved \$50,000 pa in salary costs.

The Situation

Our client has one of the largest branch networks in Nigeria and is a significant brand in Nigerian Insurance. As a result of a strategic review and growth plans a need arose for a Head of Retail Business.

Our Goal

To find individuals who had experience of building a retail business via the Agency Distribution Model. They would most likely have gained this working in a country where the insurance market was around 10 years ahead of Nigeria in maturity terms.

Our Solution

In order to find the right individuals our Research Team focused on locations that had the right market profile which had recently experienced a significant growth in the retail insurance industry. These included India, Kenya, Egypt, South Africa, Turkey and Greece.

Results

143 potential candidates were identified, 29 were fully CV and Competency Based Interviewed. 7 candidates from India, Turkey, Kenya and Egypt were Short Listed along with 2 recommended Nigerian candidates. One of the Nigerian candidates was successfully appointed and this saved the company in excess of \$50,000 pa in salary costs.