Case Study – Agribusiness

Commercial Manager, Kenya

To identify a Commercial Manager for a well-established Kenyan agribusiness seeking to expand its international export market

Business Challenge

- The client sought to expand exports into the Middle East and required a candidate with deep expertise in the region's market
- To drive this expansion successfully, they needed a well-travelled expatriate with proven experience in international agribusiness and established connections within the Middle Eastern market
- The ideal candidate would bring both strategic insight and hands-on experience in navigating cross-border trade, fostering partnerships, and scaling exports

The Search Challenge

- Niche and highly specific mapping parameters meant there were only a finite number of suitable individuals
- Although the role was international, candidates were required to relocate to Kenya as their base if selected, but many Dubai-based individuals were unwilling to relocate
- The candidate assessments were crucial in evaluating leadership fit, commercial acumen, and the ability to develop and close new market opportunities

Critical Requirements

- International candidate with Middle East experience
- Strong commercial management and leadership skills, including full P&L responsibility
- Proven ability to expand a fresh produce business into new markets
- Well-established networks with leading international supermarket retailers

The Search Process

- The Research Team swiftly mapped the market across Europe and Southern Africa
- From 147 longlisted candidates, 19 advanced to comprehensive interviews and a rigorous assessment process conducted by the Delivery Team
- 7 candidates who met the brief requirements were shortlisted within just 4 weeks

The Placed Leader

- A Turkish national with experience gained in the European and Middle Eastern fresh produce markets
- Strong commercial track record and established networks with leading international retailers
- The offer was accepted within just 3 weeks of the shortlist presentation