



A top 3 Electrical Equipment Manufacturer looking for a General Manager, Manufacturing, but having difficulty identifying one because of its perceived reputation in the market

Engineering Practice

Client and the Mandate

The client is a top 3 manufacturer of power equipment and turnkey power projects in India. It has 4 manufacturing plants across the country and around 1,500 employees. A significant chunk of its business was generated through international clients. The client wanted to increase both international and domestic revenues, while bringing its manufacturing facilities to adhere to ISO and six-sigma levels of processes and performance.

At the time of awarding PSS this mandate, the client had worked with a number of recruitment firms to fill the position, but with little results. As a result, the position was left vacant for many months. The General Manager of the company's Human Resources department had interacted with PSS in the past and was aware of the quality of work that PSS was capable of delivering. An exclusive, retained mandate was awarded to PSS and a Senior Consultant from the Engineering Practice commenced work on the assignment.

Search Process

After meeting with the client and speaking to a few candidates, it became clear that the client company's name in the market suffered from mis-perceptions about the corporate culture, managerial environment and performance-linked pay issues.

PSS's job was to understand the reasons for these mis-perceptions determine whether they were credible and if not, ask the management how to address them. Once management accepted the problem and was willing to be flexible on the above issues, our Consultant was able to better discuss the job with candidates and sell them on the opportunity presented by impressive year-on-year growth of the company and the important role he could play in that growth.

After 4 shortlisted candidates, who were interviewed and assessed by PSS, were presented to the client, the client conducted its own round of interviews.

Result

Management was impressed by the quality of the people put up and their understanding of the role and the company. This was especially evident to the client after its difficulty in bringing candidates to the table earlier on. One of the candidates was finally selected for the position and thereafter he joined the client company after a notice period of 2 months.

PSS was able to start a new client relationship by fulfilling this assignment. Subsequent mandates were awarded to PSS. Today, the client is a key account for PSS.