

## The Unrelated Sector Honcho

### **Case Study 1 – Executive Search Experience at Vrinda Global**

Well, this was an interesting assignment. The client was a Blue Chip firm in the IT sector, and the mandate was to find its Europe CEO.

The firm with 5000+ workforce, as a field of activity focuses on advising organizations on how best to use information technology (IT) in achieving their business objectives. In addition to providing advice, it often estimates, manages, implements, deploys, and administers IT systems on behalf of its client organizations - a practice known as "outsourcing".

The Europe pie had to grow further from the current 15%.

The position had been handled by an international search firm for 6 months, without closure. Handling a reject position is always tough, but we at Vrinda Global look up to such challenges – these challenges help us grow in capability.

Our appraisal rounds with the four key interviewing officers of the client put us abreast of what they were looking for, and one could readily see contradictions in their mutual approach. Nevertheless, a client is a client. So we made the plunge.

A month later, it was obvious why the international search firm handling the mandate so far, had run into rough weather. Europe is such a diverse continent, to look at it as a homogenous market entity is plain stupid.

**Closure:** Eventual closure was with an FMCG space Marketing head who was a polyglot, he could speak 4 European languages; belonging to an Indian family that had emigrated to Italy when he was 5 years old. Of course his pedigree education and professional track record was without blemish.

**Learning:** Out of the box solutions do work, one has to precisely track all mandate finer subtleties. The knee jerk in innately reacting negatively to seemingly contradictory briefs is to be avoided.

**Satisfaction Level of Client:** 4.5 stars