



Case Study: Recruitment of Group Finance Director

Brief

Founded in 1946, Selwood is a £50m turnover business and multi award-winning company having been pronounced “Company of the Year 2014” (RBS Hampshire Business Awards) and “Management Team of the Year 2015” (Solent 250 Awards). A privately owned company, Selwood serves the Water, Environmental and Construction industries designing and manufacturing mobile site pumps. It is one of the UK leaders in this field, with 75% of units being exported worldwide, and is the largest Pump Hirer in the UK.

With ambitious plans to expand across the UK and Internationally, Selwood identified the need to appoint a Group Finance Director. The role was to work alongside the Managing Director (“MD”) and senior management, supporting the delivery of the growth strategy.

CMA spent significant time with the MD to develop an in-depth understanding of the people, culture and operating processes, as well as the challenges and opportunities facing the business. Absolute clarity on each of these factors was essential to a successful outcome.

Search Parameters

With a long standing and awarding winning management team already in place, it was critical to identify a shortlist of candidates with the ability to add value to this group by demonstrating exceptional financial, strategic, commercial and operational expertise. Furthermore, a proven track record of leadership in a similar high performing environment was deemed essential.

The first step was to research key industry players and competitors, in addition to potential candidates from complementary industry sectors. A combination of methodologies including detailed research, proactive head hunting and referrals delivered in excess of 30 prospects for initial consideration, referencing and qualification.

A thorough interview process with fifteen candidates was undertaken by the CMA Executive team to assess the skills and behaviours required to perform in this challenging role.

Outcome

In partnership with the Managing Director, CMA designed a rigorous four stage interview process which would include meeting with the Chairman and Senior Non-Executive Director, as well as a site tour.

From the long listed candidates, six individuals were particularly able to demonstrate the required skill set combined with a strong cultural fit, and were subsequently selected for an initial meeting. This was further reduced to three candidates, each of which had evidenced the ability to balance stewardship with growth and long term success, and a ‘front-runner’ was then identified for a final meeting.

CMA’s approach and management of this recruitment exercise allowed a successful appointment to be made within the agreed timescales. This facilitated a seamless integration of the newly appointed Group Finance Director into the business and its existing senior management team which continues to go from strength to strength.