



## Case Study: Executive Recruitment Exercises

### Brief

The Training Room (“TTR”) is the UK’s leading provider of Personal Training qualifications. Having identified a gap in the market, this entrepreneurial company had grown rapidly and needed to add experience to its Executive Board, in order to guide the company through a period of significant change, in addition to securing external funding to support growth plans.

Furthermore, the recently established loans division, which provides access to funding for customers looking to join the training programmes, is expected to undergo significant enlargement over the next couple of years. It was acknowledged by the leadership team, that to support the development of this division and the wider group, specific Non-Executive expertise in a regulated, early stage financial services organisation was required to advise on risk control and regulatory compliance.

### Search Parameters

CMA has an in depth knowledge of TTR, gained as a result of partnering with the CEO and leadership team, to successfully appoint a number of key positions. We were therefore uniquely placed to be engaged on this multi faceted executive assignment:

**Part 1** - to identify an Interim Group Finance Director, with the breadth of experience required to lead a diverse range of commercial projects, as well as sufficient presence to achieve backing from both internal and external stakeholders, in a short period of time.

**Part 2** - search and selection of a Managing Director in a unique role where personality and character were of equal importance to qualification and past experience. The successful candidate had to be able to demonstrate an understanding of the current business culture and possess sufficient leadership skills to add value from day one.

**Part 3** - search and selection of a NED, who had a proven track record of success achieved as part of both Executive and Non-Executive roles, as well as experience in the Financial Services sector, gained within a public company as well as entrepreneurial environments.

### Outcome

By utilising our extensive business network across the region, the advisory community and our in house database, CMA were able to provide a tailored shortlist of high calibre candidates for each position, each who had undergone a comprehensive behavioural and competency based interview.

After initial meetings with the CEO, additional interviews with the COO, Chairman and private equity representatives, followed by a detailed review of the five year strategic plan and financial performance of the business, the preferred candidates were duly appointed to the newly created roles.

Not only have the successful candidates made a valuable contribution to the strategic direction of TTR Group, along with the existing the leadership team, they have been awarded ‘Management Team of the Year’ at the 2014 Solent Deal Awards.

*“I was impressed with the shortlist of candidates provided, it demonstrated to me that CMA understood the culture of my business; they took the time to discuss and make recommendations, as to the type of experience and therefore the candidate that would be most suitable. I have been delighted with the individual we appointed.*

*Due to the success of this appointment, I have gone on to work with CMA on both a Managing Director, in addition to a Non-Executive Director for the business, and would have no hesitation in recommending them”*

**Jonathan Davies, CEO - The Training Room**