



Case Study: Recruitment of a Finance Director

Brief

Waterscan is a market leading water management solutions business and a portfolio company of Kaye Enterprises Limited (“Kaye”). Waterscan was established fourteen years ago and has built an impressive list of customers including BT Group, Tesco and Sainsbury’s.

Having closed a second round of funding, a need was identified for a Commercial Finance Director that could support the entrepreneurial CEO in delivering revenue growth, as well as the wider strategic plan.

After an unsuccessful search with a national agency, Kaye appointed CMA Recruitment Group’s Executive Division to provide a tailored solution. CMA consultants supported the Kaye leadership team in exploring the complexities of the role and formulating the specific candidate requirements.

Search Parameters

The key challenge was to identify high calibre individuals with a track record of negotiating contracts with major blue chip clients, delivering market leading risk management practices and operating under private equity ownership. The candidate would also need to demonstrate commercial acumen and an ability to work in a dynamic and entrepreneurial environment.

CMA conducted extensive research via our proprietary databases, undertook a national advertising campaign and coordinated a competency based first interview process. This enabled us to present our client with a refined list of four candidates meeting the pre-defined criteria.

A three stage interview process then followed, including meetings with the Executive Team from Kaye and the CEO of Waterscan.

Outcome

CMA worked with Kaye to structure a suitable package, including equity and a performance related bonus, ensuring a smooth transition from initial instruction to offer acceptance.

Since undertaking their new remit, the Finance Director has renegotiated a number of key contracts, supported the CEO in winning further customers and driven revenue growth. On-going projects include the implementation of a market leading control and risk management environment.

As a result of CMA Executive Division’s success with this recruitment exercise, CMA’s Accountancy and Finance Division was appointed to recruit a Finance Manager for Waterscan, a role the team subsequently filled. CMA continues to provide on-going support to the company during this sustained period of growth.

“I was very pleased with the range and quality of candidates identified, together with the quality of service and communication throughout the process. I have no hesitation in recommending the CMA team to employers and employees alike.”

Chris Young, Director - Kaye Enterprises