

ELLIOT MARSH LIMITED

PRINT CAREERS DIVISION

Search for a Managing Director on behalf of a leading UK Document Printer.

Our client was a Midlands-based security printer and transactional mailing company. Due to the imminent retirement of the incumbent MD we were approached to find his replacement.

The company needed to attract candidates of the highest calibre, with a broad skill-base in all areas of management. A good grounding in print was essential, particularly the newest digital print technology. Due to the modest size of the company, and its relatively low profile in the industry, it was essential that we sold the company to potential candidates based on areas other than market recognition and reputation.

As a strategy we set out to identify candidates who would have the necessary management skills and to highlight aspects about the role and the firm that would stand out above other opportunities. One of the chief selling points was the potential to eventually purchase the company after five or ten years. In addition, the firm was financially sound and transparent in all its dealings, as well as operating a policy of continuous investment – this meant that the press equipment, pre-press and finishing facilities were mostly state-of-the-art. This was a big selling point.

Having approached several individuals from allied sectors, either on the cusp of Managing Directorship, or in a Managing Director role with a less progressive company, we shortlisted six, which was whittled down to two (both were described by the owner of the firm as “perfect”), eventually leading to a successful appointment just over eight weeks from commencement of the assignment.