

"I'm sure we wouldn't have found someone of his calibre without the help of a headhunter."

Brian Warren
Managing Director - Nviro

Head of Sales and Marketing

Executive
HEADHUNTERS
Delivering exceptional talent.



nviro
Cleaning with a conscience

client review - nviro



THE BUSINESS

Founded in 1992, Nviro is a leading contract cleaning company which provides cleaning, hygiene and facilities management services across southern England.

They have a strong track record of service delivery spanning 20 years and currently clean 1,400,000sqm of floor space for more than 130 public and private sector organisations.



OUR CHALLENGE

We were tasked with finding the best candidate for an autonomous Head of Sales and Marketing role (Board Director designate), the number one sales position within the business. The purpose of this role was to drive the sales and marketing activity within the business and ensure the organisation grew in line with targets outlined by the MD.

THE CANDIDATE

Our candidate would develop and mentor the sales and marketing team to a point where each member was confident and able enough to work autonomously. They would also have a strategic input in to the business, reporting thoroughly and providing updates on available opportunities.

The successful candidate would be expected to raise the profile of Nviro, creating strong brand recognition and enhancing the company's already strong reputation.

OUR SOLUTION

A talented individual with experience in a senior, autonomous role. They had a strong sales background and a leader's personality with gravitas and credibility. Our successful candidate was customer focussed with an accomplished record in business development.

KNOWING OUR CLIENTS

When we met the senior management of Nviro it was immediately apparent that there was a very clear identity and collective goal for growing the company. One of their main priorities was to ensure that the culture and beliefs of the company were upheld passionately by all employees. We used this information when vetting target candidates for the organisation.

IDENTIFYING THE CANDIDATE

As always, we looked at our client's direct competitors and similar businesses supplying in to similar clients and sectors. We also used our ability to hunt outside of the box by targeting non industry specific companies that operate tangentially to Nviro.

SIMPLY BRINGING THE RIGHT PEOPLE TOGETHER

In a nutshell, this is what we do. We identified a number of suitable candidates who fitted both the role and the requirements of the organisation as a whole. It was very rewarding for both the client and ourselves that they found their ideal candidate within our shortlist and the headhunt was a success.

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CLIENT FEEDBACK

How would you describe the day-to-day culture of Nviro?

To sum up, I'd say our key values are honesty and pride, and we believe in the old but gold cliché that if a job is worth doing, it's worth doing well. We definitely don't take ourselves too seriously, which I think has been a key driver for our success in the industry as our feet have always been firmly on the ground. We're nice, approachable, ethical people who get the job done and don't believe in producing any proverbial 'corporate hot air'.

Your company name implies that your services are geared to be environmentally friendly and, nowadays, an organisation's environmental policy is of high importance to its stakeholders. What does your policy comprise of?

You're right. We couldn't really brand ourselves as Nviro if we didn't care about the environment. Firstly, we're ISO 14001 accredited which, in layman's terms, is a framework that helps us demonstrate our commitment to the environment by managing continual improvement and reducing the harmful effects to it. We're by no means passive on this topic, so we developed an Environmental Management System based on positive action, employee awareness and annual objectives. I also employ and head up an Environmental Committee, which certainly keeps us on our toes.

You definitely appear to be leading the way when it comes to Corporate Social Responsibility, but how does this benefit your clients?

We're a socially responsible company; we look after our staff, our clients and the local communities in which we operate. This has massive benefits to our clients – we have excellent staff retention rates, in fact at one of our largest contracts, we've reduced turnover from 80% to 20% where the industry average is somewhere around 60%. This means that the service we deliver isn't compromised by the constant to and fro of employees. This is because we consider the needs of staff, including training, so that they are valued and empowered within their roles. We also make sure we consider communities by employing local people, supporting local businesses and creating other local opportunities like apprenticeships.

How do you feel your headhunting project differed to other recruitment methods you've experienced in the past? Also, most importantly, do you feel that you got the right candidate for the role?

All in all, I'd have to say yes, we are really happy with our placement. We are in a growth stage and had identified the need for a senior sales and marketing pro to come in and really drive the business forward. We're all very excited to see first-hand what we already know he will bring to the team: I'm sure we wouldn't have found someone of his calibre without the help of a headhunter. The main differences for us were the thoroughness and transparency of the project and peace of mind that I knew we would be getting access the very best people for our organisation.

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Who are Executive Headhunters?

Unlike most recruiters, Executive Headhunters is a cross-sector headhunting agency. In layman's terms, this means candidate searches are not pigeon-holed to particular industries and we are not limited to the confines of traditional talent pools. We believe that the most desirable traits for a role are not always industry specific and through identifying and attracting senior level candidates around the world, we specialise in one area only: high achievement.

As our clients are happy to testify, challenging placements can be the most rewarding - and we'd like you to enjoy that same sense of immense satisfaction with our services. We believe that our key values of 24/7 transparency, confidentiality and discretion in every project sets our service apart from other headhunters and traditional recruitment agencies.

Sometimes our clients prefer a specialist headhunting approach which is why we also have teams of industry experts who serve individual sectors such as retail, finance, construction, gaming and more...

What does this case study show?

In this case study, you'll find out how we helped one of our clients find the elusive perfect candidate:

- Identifying the skill sets needed
- Researching potential candidates
- Targeting the right individuals
- Presenting a small number of people ideally suited to the role

Contact Us

Find out more about the services we offer. Discover how, specialising only in high achievement, your dedicated Account Manager at Executive Headhunters will work diligently to:

- Reduce stress, release resources and recruit the right people for your business.
- Identify high achievers and attract senior personnel across all sectors.
- Find exceptional candidates who elude traditional recruitment processes because they are not actively seeking a new role.

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