

Case Study

Sector: Energy

 **Efficient Energy** - Georg Dietrich - CEO

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What was the challenge?

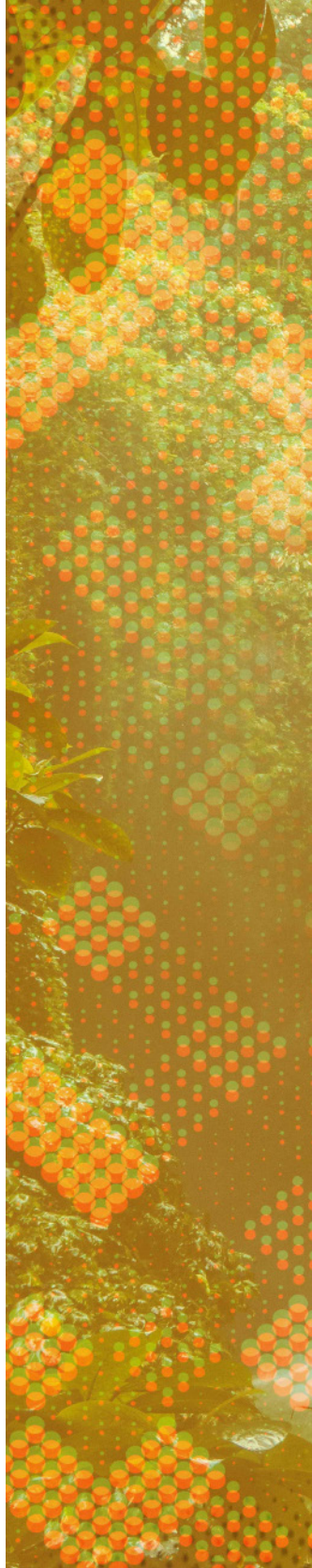
Efficient Energy, a Munich-based refrigerant technology company, needed to recruit a dynamic and experienced Chief Sales Officer to support their ambitious growth plans. With the use of pure water instead of traditional refrigerants allowing up to 80% energy reduction, the company is a progressive leader in the market. Its innovative and sustainable blue technology has put them ahead of the expected evolution in the refrigeration market due to climate change concerns.

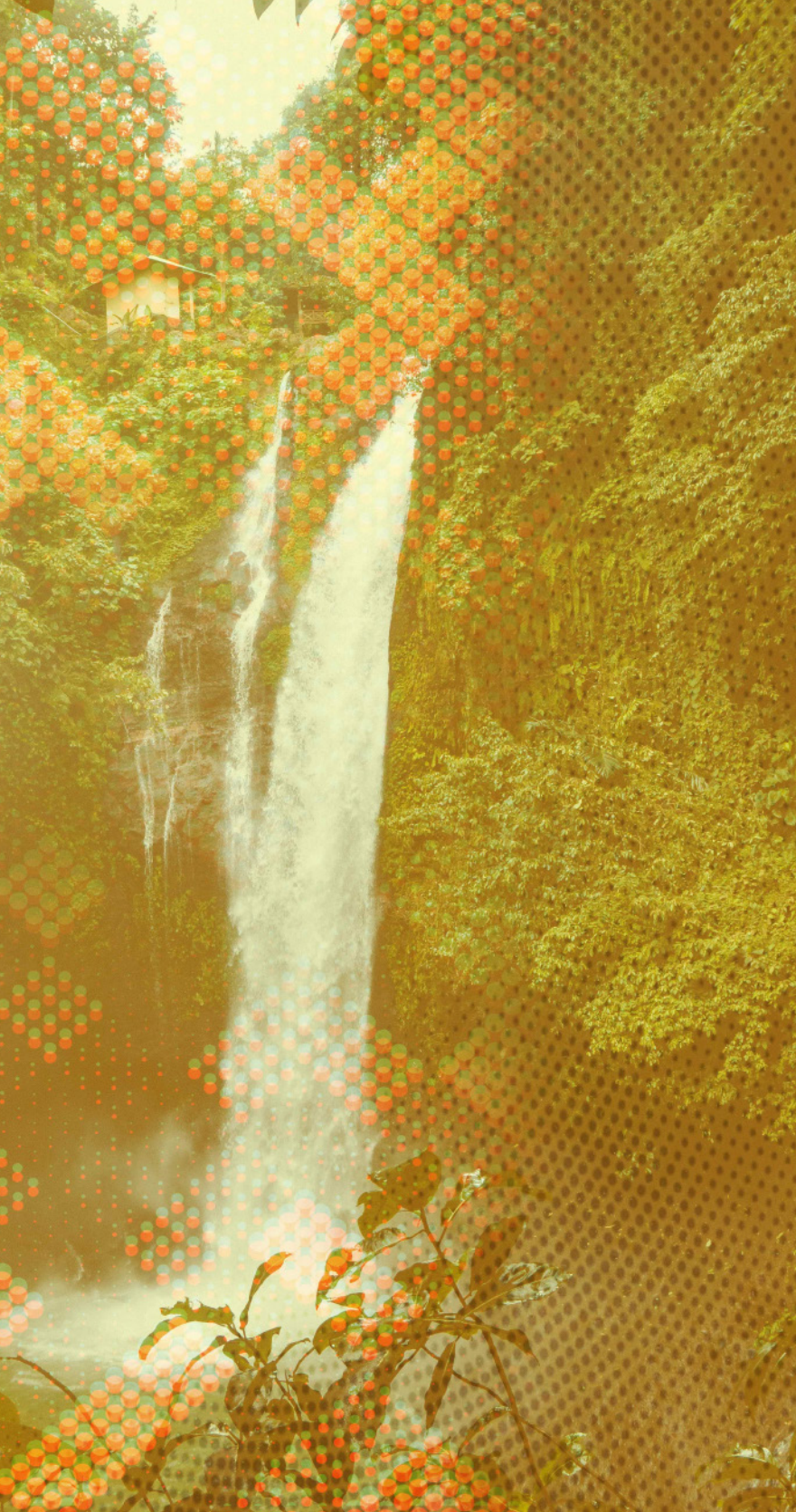


With a €100bn market opportunity globally, Efficient Energy's goal is to reach a turnover of €100 million within 5 years. It wants to rapidly increase sales through partnerships with OEMs and indirect sales channels to meet this goal. Therefore, it was seeking a candidate who could support the scale up of the business and had experience in corporate and partner development, investment identification, and engagement expansion. The ideal candidate would align with the blue sky thinking of the company.

What did Holmes Noble do?

Holmes Noble collaborated closely with Efficient Energy to build the right attraction strategy and ensure the brief was accurate. The client has already been through the recruitment process for this role, which fell through when the original offered candidate withdrew. Holmes Noble brought in a new team to start from scratch, with the goal of delivering a successful hire quickly. Led by Katie Ann Poxon, a global recruitment expert with lots of experience in the German market, she worked together with the CEO and HR leader of Efficient Energy. This collaboration was to manage the client carefully and strengthen the relationship between Holmes Noble and Efficient Energy after the initial disappointment.






Within a month of the re-brief, Holmes Noble identified 10 candidates for interviews and presented 8 to Efficient Energy. The client brought three of these candidates back for face-to-face interviews. The Holmes Noble Research team was able to quickly identify a candidate that matched the brief and had experience working in a fast-paced environment and could support the progressive ambitions of the company.

What were the results?

The entire recruitment process, from brief to job offer acceptance, took only three months. The successful candidate met with the Efficient Energy board in February and accepted the job offer, and started in their new role in early May.

The new Chief Sales Officer had experience in a similar industry, had generated large revenue, and had worked at a fast pace. They were a perfect fit in terms of character, and understanding the culture of the company.





I am delighted with the outcome. I think there was a lot of attention to detail. Katie Poxon and the Holmes Noble Research team stepped up to the challenge with passion, energy, and tenacity. There was strong communication throughout the process with the stakeholders. I would highly recommend Holmes Noble for future C-Suite hiring in Germany and beyond. We received excellent feedback from all candidates involved in the process, thanks to their dedicated approach.

- Georg Dietrich - CEO

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