

Case Study

Leading Energy Supplier



The Challenge

Holmes Noble was approached by an established energy supplier that generates and provides electricity to industrial and commercial clients. Several senior executives had been with the company for a long time, and the leadership team was keen to retain their best talent. To achieve this, they needed to benchmark their team's remuneration within the industry.

The client had six key roles within their sales function that required benchmarking: VP Sales & Marketing, Head of Channel Sales, Head of Broker Sales, Head of Sales Operations, Head of Generation Sales, and Head of Marketing.

Additionally, the business was interested in understanding how their competitors structured their sales divisions, especially given the industry-wide transformation due to higher costs to serve, increased competition, and product diversification.



The Solution

Holmes Noble was selected for its extensive experience in conducting similar research projects and its ability to deliver bespoke solutions. The dedicated project team included a Partner, an Account Manager, and a Director of Delivery to ensure timely delivery.

Holmes Noble proposed the following:

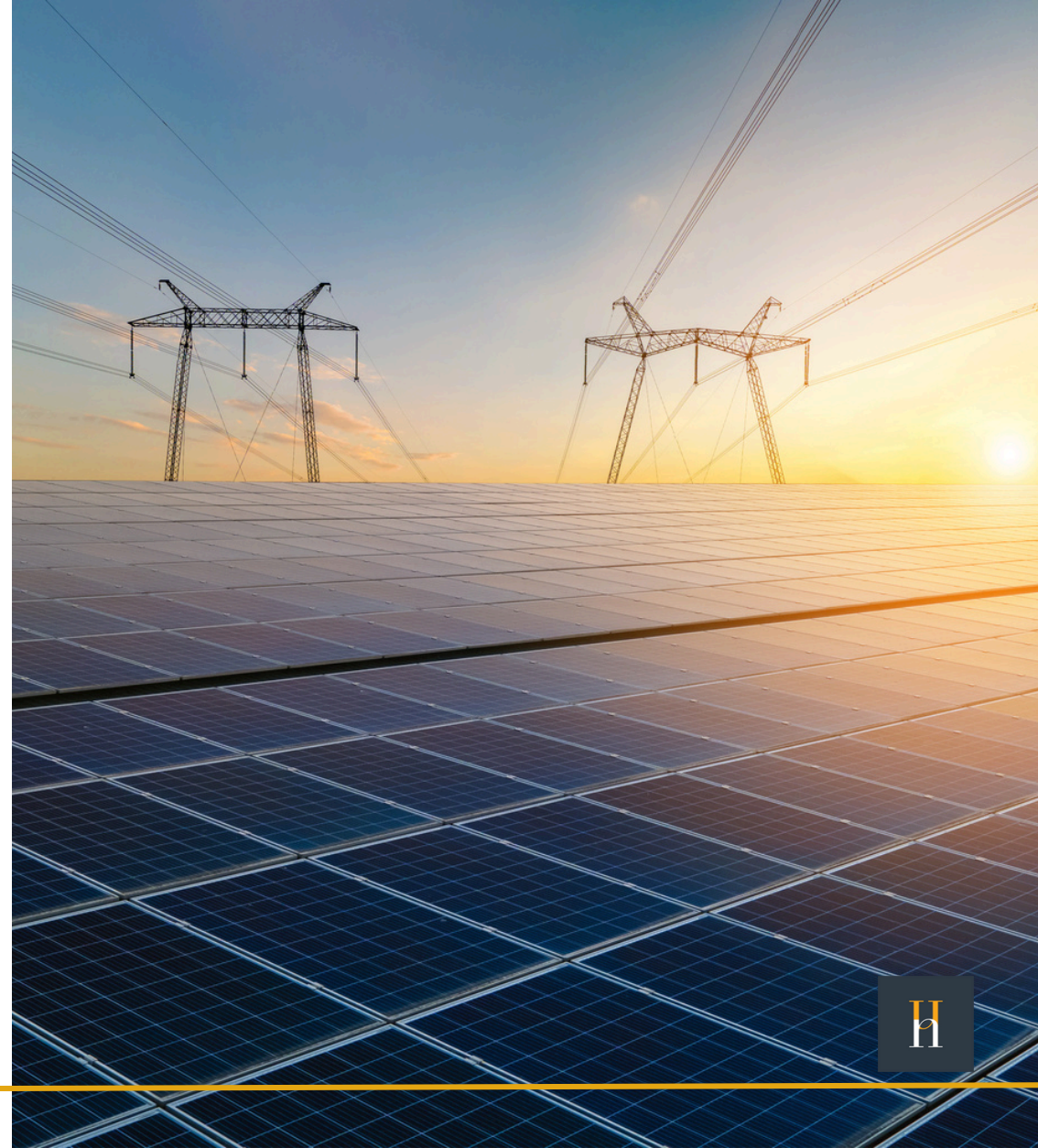
- Research of 14 energy suppliers offering similar products and services within the B2B industrial and commercial sector.
- Hierarchy information for each target business.
- Remuneration data for similar roles, including salary, pension, and bonus.
- Competitor insights, including strategies, challenges, and market approach.



The results

Due to organisational disruption caused by several ongoing restructures within the industry, many roles were not directly comparable across different businesses. However, Holmes Noble's in-depth understanding of the sector, combined with our research methodology, enabled us to advise our client on equivalent roles to ensure accurate remuneration data and benchmarking reports.

Our client received an organogram for each of their 14 competitors, along with a clear outline of the management team structure and remuneration at each level. This information allowed the client to ensure their current pay levels were competitive within the energy market, helping to retain and incentivise key individuals.



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