

EXECUTIVE Recruit



Case Study



**“I highly recommend Executive Recruit
for their exceptional service and
expertise.”**

Ahmad Gahbiche, CEO at Advanced Firefighting Technology

Key Achievements

- Advanced Firefighting Technology (AFT) required a Sales & Marketing Director to drive European growth in their Private Equity-backed business.
- Executive Recruit successfully filled this niche position with an exceptional candidate possessing extensive sales and growth expertise across multiple geographies.
- The recruitment process highlighted Executive Recruit's ability to identify candidates with both sector-specific experience and a cultural alignment critical to the role's success.
- Through a highly targeted search and rigorous selection process, Executive Recruit ensured AFT secured a candidate who could deliver on their ambitious growth objectives.

A man in a light blue suit is seen from behind, holding a large black mallet with both hands. He is standing in front of a large, jagged hole in a grey concrete wall. Through the hole, a bright blue sky with white clouds is visible. The overall scene suggests a metaphorical act of breaking through barriers or challenges.

The Challenge

A Complex Search for a Strategic Leader

Advanced Firefighting Technology, a global leader in firefighting solutions, needed a senior professional to spearhead sales growth across diverse markets outside the UK.

Finding the right candidate for a Sales & Marketing Director role with European accountability was a complex challenge.

The ideal candidate required proven sales and growth expertise, familiarity with the firefighting equipment sector, and the ability to thrive in a Private Equity-backed environment.

Ahmad Gahbiche, CEO at AFT, remarked, “The role demanded a unique combination of technical knowledge, commercial expertise, and cultural fit to meet both our operational and strategic goals. We needed a recruitment partner who could navigate these difficulties effectively.”

The Search



A Tailored and Comprehensive Recruitment Approach

Executive Recruit delivered a robust and tailored recruitment process that included:

- **Initial Consultation:** Collaborated closely with AFT leadership and investors to understand the business's goals and the precise requirements for the role.
- **Targeted Candidate Search:** Conducted a focused search across three geographical regions, leveraging Executive Recruit's expertise and network.
- **Candidate Evaluation:** Screened candidates based on sales and growth expertise, cultural alignment, and leadership capabilities.
- **Shortlisting:** Presented AFT with a shortlist of five highly qualified candidates, all possessing relevant sector expertise.
- **Interview and Selection:** Supported a thorough four-stage interview process, including input from the Private Equity firm, to ensure the selected candidate met all criteria.

Why Choose Executive Recruit



Specialist in the executive sector

Executive Recruit's commitment to understanding AFT's strategic vision and operational needs was instrumental in securing the perfect candidate.

By partnering with Executive Recruit, AFT benefited from a recruitment team with deep expertise in senior placements and a proven ability to address niche and challenging roles. The open communication, precision, and professionalism of Executive Recruit's approach ensured a successful outcome within a highly competitive market.

Ahmad Gahbiche, CEO at AFT, commented: "I highly recommend Executive Recruit for their exceptional service and expertise. Their understanding of our business, combined with their targeted and efficient process, delivered a candidate who has already begun to make a significant impact on our growth strategy. We couldn't be happier with the outcome."



**We'll help you find
the perfect candidate**

If you are looking for an exceptional managing director or senior appointment, please talk to us about your requirements.

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