

**EXECUTIVE** Recruit



**Case Study**

A blue industrial robotic arm is shown in the foreground, working on a complex metal engine component. The arm is positioned over the engine, and a bright orange glow is visible at the point of contact, suggesting a welding or grinding process. In the background, another robotic arm is visible, and a person's hand is seen holding a tablet device on the left side of the frame. The overall scene is a busy industrial environment.

**“It was a real pleasure to work with such a focused company who really stepped up and simplified the recruitment search.”**

**Kerry Green, Managing Director  
at Curtis Instruments**

# Key Achievements

- **Curtis Instruments** required a Sales Director to support its growth in the UK market.
- Executive Recruit successfully filled the Sales Director role within a **short timeframe**, providing a candidate who has already made a positive impact within the organisation.
- The recruitment process included **thorough personality profiling**, which helped Curtis Instruments make a confident and informed decision.
- Through Executive Recruit's well-organised recruitment approach, Curtis Instruments efficiently evaluated candidates, resulting in the **successful placement of a highly qualified Sales Director**.



# The Challenge

# Urgent Need for a Strategic Sales Leader to Drive Growth

Curtis Instruments needed a strong and experienced Sales Director to manage key accounts and drive business growth in the electrification space, particularly within the construction, agriculture, and turf care markets.

As Curtis Instruments continued to expand its UK operations, they required a leader with proven experience in sales management and a strategic mindset to help guide the company through its next phase of growth.

With the role being critical for their ongoing business strategy, Curtis Instruments required a recruitment partner capable of sourcing a candidate with not only the technical knowledge but also the leadership skills to drive results.

Kerry Green, Managing Director at Curtis Instruments, reflects on the challenge: “It’s a daunting task to find the right person for a senior role and there are so many underperforming recruitment agencies that can waste your time. Executive Recruit instilled confidence from day one, they listened carefully to my requirements and took time to interview candidates before presenting a selection of prime candidates for me to review.”



# The Search

# The Recruitment Process

Executive Recruit worked closely with Curtis Instruments throughout the recruitment process to ensure a smooth and efficient experience. The steps included:

- **Initial Consultation:** Executive Recruit worked with Curtis Instruments to understand the specific criteria, company culture, and growth objectives for the Sales Director role.
- **Candidate Search:** A thorough search was conducted to identify potential candidates who aligned with the role's requirements.
- **Candidate Evaluation:** Shortlisted candidates underwent personality profiling alongside a detailed evaluation of their leadership capabilities, sales insight, and cultural fit.
- **Shortlisting:** Executive Recruit presented Curtis Instruments with a shortlist of candidates who demonstrated both the technical expertise and leadership qualities required for the role.
- **Interview and Selection:** Curtis Instruments conducted comprehensive interviews with the shortlisted candidates, supported by guidance and feedback from Executive Recruit to ensure a successful selection process.

# Why Choose Executive Recruit



# A Tailored Approach

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Executive Recruit's experience in placing senior-level professionals, alongside their in-depth understanding of Curtis Instruments' needs, allowed them to find the perfect candidate quickly and effectively.

Their commitment to providing high-quality candidates, as well as the use of personality profiling, ensured that Curtis Instruments could confidently select a Sales Director who was not only a strong cultural fit but also capable of delivering on the company's strategic objectives.

Kerry Green, Managing Director at Curtis Instruments, said: "It was a real pleasure to work with such a focused company who really stepped up and simplified the recruitment search, allowing for a very concise round of interviews which allowed a very good result in minimum time. I remain extremely satisfied with the service and end result."



# 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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