

**EXECUTIVE**

Recruit



***WashTec***

**Case Study**

**“The whole recruitment process was effective and efficient from search start to offer of employment. Communication was clear and I was always provided with progress updates.”**

**Paul Arnold, Director at WashTec**

# Key Achievements

- WashTec required a new **Sales & Marketing Director** to drive its growth in the UK market.
- Executive Recruit successfully placed a **highly skilled candidate** in a timely manner.
- The recruitment process demonstrated Executive Recruit's ability to identify candidates who matched both WashTec's **commercial objectives and cultural fit**.
- WashTec's new Sales & Marketing Director is **already making a significant impact**, leading the company's efforts to expand across various sectors.

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, cloudy sky is visible. The overall scene suggests a metaphorical 'breaking through' or 'overcoming a challenge'.

# The Challenge

# Finding the Right Leader

WashTec, a global leader in vehicle washing technology, needed to recruit a Sales & Marketing Director to support its ambitious growth plans in the UK.

The role was critical to expanding the company's presence across multiple sectors, including retail parks, petrol stations, and car showrooms.

WashTec sought an experienced leader to develop and execute business strategies, drive sales performance, and oversee a small but vital sales and marketing team. The search for a candidate with the right combination of strategic thinking and hands-on leadership skills led WashTec to engage Executive Recruit.

Paul Arnold, Director at WashTec, commented: “It was important that we engaged with a company that had a proven history of sourcing Senior Positions. Executive Recruit listened to our needs and ensured the person specification matched.”



# **The Search**

# The Recruitment Process

Executive Recruit followed a thorough and structured process to meet WashTec's needs:

- **Initial Consultation:** Executive Recruit worked closely with Paul Arnold, Director at WashTec, to understand the specific goals of the business and the qualities required for the Sales & Marketing Director role.
- **Candidate Search:** Using their extensive network and industry expertise, Executive Recruit conducted a targeted search, identifying top candidates with strong sales and marketing backgrounds in relevant sectors.
- **Candidate Evaluation:** Candidates were evaluated through a comprehensive screening process that assessed their leadership skills, commercial acumen, and cultural fit with WashTec.
- **Shortlisting:** A shortlist of qualified candidates was presented to WashTec, ensuring each individual had the experience and vision to drive the company's UK expansion.
- **Interview and Selection:** WashTec conducted interviews, and with ongoing support from Executive Recruit, selected a candidate who met their strategic and operational requirements.

# Why Choose Executive Recruit



# Specialist in the executive sector

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Executive Recruit's deep understanding of the executive market and their methodical approach were key to WashTec's success in hiring a Sales & Marketing Director.

Their commitment to identifying high-quality candidates, carefully aligned with WashTec's ambitious growth goals, ensured a smooth and efficient recruitment process.

Paul Arnold, Director at WashTec, shared: "The whole recruitment process was effective and efficient from search start to offer of employment. Communication was clear and I was always provided with progress updates. Shortlisting of candidates worked well and I was only provided with candidates that were a good match. I would not hesitate in using Executive Recruit again should the need arise."

The Search Partner added: "Working with the leadership team at WashTec was a highly positive experience - clear, focused, and communicative. Their transparent approach to outlining both the current and future scope of the role, including challenges and objectives, enabled us to align candidate expectations with precision."



# 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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