

# Business & Support Services Case Study: Convenience Retail Director

## THE CLIENT

Our client is part of an \$8.5bn global organisation with more than 250,000 employees across 20+ countries. In the UK, they are leaders within the food services and facilities management industry.

## THE CHALLENGE

Our client identified an opportunity to extend their capabilities within an emerging market by bidding for a multi-million pound project, built up of several regional contracts.

Across the contracts, the Convenience Retail solution was estimated to account for 50% of the revenue, and therefore

encyclopedic knowledge of the sector was absolutely critical if they were to successfully win each bid.

## THE SOLUTION

The organisation retained New Street to deliver a Convenience Retail Director from “industry” to successfully drive the bid response and ultimately mobilise the project.

As a nimble boutique search firm, once the brief was articulated, New Street mapped the market, and determined who to approach, whilst fully aligned to the needs of the market and values of the client.

In parallel, a clear candidate brief was prepared, encompassing who they are and what they do. This was easily replayed to candidates, all of whom were from outside the food services and facilities management sector.

There was potential risk with this appointment as it is a relatively new market for both the client and the candidates. New Street realised this and owned some of the risk in the event that the search process did not work out.

## THE RESULT

- New Street presented a short list within 10 days, four times faster than the standard process, without compromising on the quality of prospective candidates.
- Ultimately successfully recruited an Operations-focused candidate from the convenience sector leader, against a challenging brief.



**Kevin Anderson**  
Principal  
Business & Support Services

Kevin is a senior business executive with a track record gained from over 20 years in Industry – predominantly with global, market leading, business & support service organisations, including G4S plc.

He has an MBA in International Business, and post graduate Diploma for the Chartered Institute of Marketing (CIM) and is Vice Chair of the CIM for Yorkshire.

## Get in touch

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*“New Street immediately understood the brief. Through Kevin’s leadership, the team was able to deliver a short list within our demanding timescales and the prospective candidates were far superior to those which we were able to find.” Client*

*“Throughout the process Kevin kept us informed on progress to date and provided comprehensive feedback on the target candidates. The business culture is one where we expect the highest service by our partners, to the same level that we deliver to our clients. New Street exceeded that standard.” Client*

Additional references available on request