

CASE STUDY: STRATEGIC LEADERSHIP HIRE FOR GOVERNMENT-BACKED ENERGY INNOVATOR



THE BUSINESS

A high-profile disruptor within the UK energy sector recently transitioned from corporate ownership to a government-backed entity. Tasked with the critical mission of decarbonising the UK energy system, the organisation faced an urgent requirement to bolster its leadership with key senior appointments to support its ambitious transformation agenda.

THE CHALLENGE

The business needed a senior-level Head of Insights and CX Oversight on a 12-month fixed-term contract (FTC). This individual would be responsible for unlocking insights from vast, siloed datasets and driving meaningful business cases for change. Additionally, they would need to be a strong stakeholder manager, capable of building trust in a complex ecosystem comprising suppliers, stakeholders, and regulators within a non-competitive environment.

Several factors added complexity to the search:

- **High Expectations:** The Customer Experience Director required a high-performing leader capable of delivering rapid and effective change.
- **Siloed Data:** The vast amount of underutilised data within the organisation presented a significant challenge.
- **New and Growing Business:** The organisation was in a transitional phase, carrying legacy processes from its previous corporate ownership.
- **Urgent Timeline:** The appointment needed to be made within days, preferably with a candidate who could parachute in immediately.
- **No Job Description:** The role's priorities were fluid and evolving.
- **Seasonal Timing:** The search occurred just before the Christmas break, compounding timing challenges.
- **Competitive Candidate Market:** The chosen candidate had four competing permanent offers.

THE APPROACH

To meet the client's urgent and complex needs, we adopted a strategic, tailored approach:

- **Network Leverage:** Leveraged our extensive network of pre-engaged, high-calibre talent.
- **Rapid Shortlisting:** Delivered a comprehensive shortlist within 24 hours, including detailed candidate overviews aligned with key job requirements.
- **Briefing Document:** Developed a bespoke briefing document focused on outcomes, the organisation's mission, and key discussion points to fully inform candidates in the absence of a formal job description.
- **Clear Communication:** Maintained transparent communication with candidates throughout the process, navigating holiday-related gaps and providing candid feedback on areas where they could add value.
- **Motivation Alignment:** Reconfirmed long-term candidate motivations, ensuring they aligned with the role's expectations and challenges.
- **Scenario Planning:** Discussed approaches to complementary working styles and stakeholder management.



THE SELECTION PROCESS

The selection process comprised three stages:

- **Initial Discussion:** Two stages with the Customer Experience Director to outline the brief and assess candidate fit.
- **Candidate-focused Assessment:** Shifted focus to candidate capabilities and motivations following the initial brief alignment.
- **In-person Final Stage:** Introduced a third stage to manage timeline extensions, allowing candidates to meet key stakeholders and gain clarity on challenges.

THE OUTCOME

Despite competing permanent offers, the selected candidate accepted the role, driven by several key factors:

- **Mission Alignment:** The organisation's mission to decarbonise UK energy systems and its complex challenges offered the biggest professional and intellectual draw.
- **Complementary Skills:** The candidate's expertise in upwards management complemented the strengths of the CX Director, creating a balanced and dynamic leadership team.
- **Growth Opportunities:** The role provided opportunities to close skill gaps within the start-up environment and bring significant strategic value.
- **Work Environment:** The organisation's focus on outcomes over face time, combined with regular in-person collaboration opportunities, appealed to the candidate's preference for teamwork and office interaction.



TESTIMONIALS



ABOUT US

Sudale Search is a specialist search partner covering leadership roles in Contact Centre and Customer Experience verticals.

We identify diverse talent to push the needle forward for market disrupting businesses, with a fresh, candidate experience focussed approach to search.

Each search is started from ground zero and we explore the full market to ensure the best talent available to you in the market is identified. There is no candidate recycling, ensuring high retention rates.



THE QUALITIES THAT SET US APART

Transparent Partnership



We work transparently with you to reach a result. Regular progress meetings mean you are kept in the loop at every stage. The shortlist is never a surprise as we create it together!

DE&I



We partner with groups such as Women in CX to ensure greater diversity in Leadership. We are currently working on a mentorship programme to close this gap in earlier careers.

Over 70% of our leadership placements are from minority groups.

Market insider knowledge



We stay at the forefront of innovation by sitting on judging panels for various Customer Experience Awards programmes and regular attendance at Get Out of Wrap sessions.

Focus on Candidate Experience



Without the right Customer Experience (Client and Candidate) how can we ever hope to deliver the high impact results desired. Our commitment to enhancing the candidate experience means we had a 98% offer to hire ratio, 100% offer to start and 100% retention rate.

We did the industry first candidate experience report aimed at CX Leaders.



To book your free consultation

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