



SAIL GP

POWERED BY NATURE.™

CASE STUDY

STRATEGIC PARTNER –

SAIL GP – PROCUREMENT DIRECTOR SEARCH

1st Executive

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CRITICAL RESOLUTION FOR RAPIDLY SCALING BRAND

SailGP, a rapidly scaling global sports and entertainment organisation, identified a critical need to introduce Procurement leadership as the business matured and expanded internationally.

CHALLENGE & OVERVIEW

The organisation's rapid expansion resulted in the creation of a new Procurement Director role, designed to:

- Own and define SailGP's global procurement strategy
- Build and lead a new Procurement function from the ground up
- Directly influence financial performance, supplier strategy and risk management
- Support long-term sustainability and commercial governance

The role was highly visible and business-critical, requiring close partnership with the

Executive Leadership Team, Finance leadership and HR and People functions.

A key challenge was not just technical capability, but identifying a leader able to:

- Operate at Board and Executive level
- Drive stakeholder engagement and cultural adoption
- Embed Procurement as a value-driving function in a previously non-centralised environment
- Given the greenfield nature of the role, stakeholder alignment and expectation-setting were crucial to defining success.

APPROACH, SOLUTION & DELIVERY

1st Executive delivered a highly consultative, stakeholder-led search process, ensuring alignment from the outset.

Detailed briefing sessions were conducted with the Chief People Officer, HR Director,

Finance Director and Financial Controller, establishing a shared definition of the ideal candidate profile across three dimensions:

- Technical Procurement expertise
- Strategic leadership capability



- Stakeholder management and influencing skills

From this, we refined the role specification to reflect the strategic nature of the position, the importance of cultural fit and influence, and the need for global experience and commercial credibility.

We delivered a targeted shortlist of pre-qualified candidates, all personally met and assessed by 1st Executive against both technical and leadership criteria.

The search was structured as a clear, efficient process:

Stage 1: Formal interviews

Stage 2: Presentation-based assessment
Final stage: Executive-level informal engagement

Throughout, 1st Executive provided ongoing market insight and candidate feedback, enabling faster decision-making and alignment across all stakeholder groups.

CAMPAIGN OUTCOME

Successful placement of a Procurement Director into a newly created, business-critical role:

- Candidate secured and committed, working through a three-month notice period
- Delivery achieved through a combined

search approach, blending targeted headhunting, network engagement and pre-qualified talent pools

- Strong interview-to-offer ratio with minimal process attrition
- Full alignment maintained across all stakeholder groups throughout

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KEY METRICS:

- ★ Newly created Procurement Director role successfully filled
- 🕒 Stakeholder briefings conducted across four senior leadership functions
- 🔍 Three-stage structured assessment process
- 👤 Combined headhunting and network search approach
- ★ Full stakeholder alignment achieved throughout

BENEFITS TO CLIENT

Strategic Impact

The appointment of a senior Procurement leader provides SailGP with the capability to shape and deliver global procurement strategy, establishing Procurement as a core business function for the first time within the organisation.

Stakeholder Alignment

The role was designed and delivered with full leadership buy-in, ensuring the successful candidate could influence at Executive level from day one.

Commercial & Operational Value

The appointment lays the foundation for:




- Improved supplier strategy and governance
- Enhanced cost control and financial performance
- Reduced third-party risk exposure
- Long-Term Value

Procurement is now positioned as a value creation lever, supporting business scalability, sustainable growth and future operational maturity.

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IF YOU ARE:

-  Facing an urgent interim requirement with no time to lose
-  Managing unexpected resource gaps within your procurement function
-  Looking for a partner with the network to respond in hours, not weeks

**1ST EXECUTIVE DELIVERS HIGH-IMPACT
LEADERSHIP TALENT, ALIGNED TO
YOUR STRATEGY.**

1st Executive



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