



## CASE STUDY

**1ST EXECUTIVE UNDERTAKE AN EXCLUSIVE  
SEARCH AND SELECTION CAMPAIGN FOR A NEW  
DIRECTOR OF PROPERTY & PROCUREMENT.**

A night-time photograph of the Chicago skyline. In the foreground, the Cloud Gate sculpture (The Bean) is highly reflective, mirroring the city lights and buildings. The background features several tall skyscrapers, including the Willis Tower, with their windows illuminated. The sky is dark with some light clouds. The overall scene is lit with warm city lights and cool blue tones from the buildings.

*1st* Executive

## OVERVIEW

**PE backed, fast growing, technology player in the HR & Payroll sector pro-actively engaged 1st Executive to undertake an exclusive search and selection campaign for a new Director of Property & Procurement.**

### THE CHALLENGE

Having experienced rapid growth since their inception in 2017, the brief from Zellis was to identify an experienced Procurement leader with a broader commercial acumen who could also own the Property, Accounts Payable and M&A divisions.

The ideal candidate would need to bring to the table an appreciation of Procurement “best practice”, through knowledge and experience gained in a more mature, corporate, organisation, whilst retaining the agility to operate and influence successfully in a lean, fluid and rapidly expanding business experiencing both double digit organic growth as well as growth via acquisition.

### THE STRATEGY

Key to the success of the campaign was 1st Executive’s ability to quickly develop, and present to market, an impactful Employee Value Proposition (EVP) to raise awareness of a relatively unknown brand in the B2C space. 1st Executive worked in partnership with key stakeholders at Zellis to translate

their overarching business goals and D&I objectives into a marketable candidate attraction tool, which highlighted:

- A vision to be the clear leader in pay, reward, analytics, and people experiences.
- Significant investments in cloud, automation, and data technologies to drive innovation.
- Focus on delivering successful partnerships with customers.
- Provide modern and intuitive digital experiences, and – most importantly – make every employee feel appreciated for the work they do.
- Commitment to delivering a first-class customer service at all times.

Furthermore, we provided salary benchmarking, MI relating to flexible/hybrid working and advice in regard to competitor EVP’s to ensure that Zellis were able to create a desirable position on compensation relative to the level of role and the competition faced in an extremely candidate driven external market.

## THE APPROACH

 A campaign kick-off meeting was hosted to map-out and clearly define the experience, ability, strengths, behaviours and technical profile required by Zellis in order to deliver a successful hire. This framework also included consideration in regard to Zellis' strategic D&I objectives.

 A benchmark candidate profile was also discussed. An active/current candidate known to 1st Executive, based in the Southwest, was presented to help ensure that there was absolute clarity on the background, skills, experience and personality fit from both 1st Executive and Zellis in regard to the campaign brief.

 1st Executive utilised all available routes to market to ensure that both active and passive candidates were identified

during the mapping and search process. This was underpinned with traditional headhunting into target organisations that had been mapped out and agreed during the kick-off meeting and complemented with a thorough search of our existing candidate database – c75,000 Procurement & Supply Chain professionals.

 1st Executive deployed a structured project plan that outlined key milestones and SLA's in regard to feedback at each stage, enabling momentum and commitment to be maintained by all parties.

 A campaign tracker and associated KPI dashboard was utilised to provide the client with status updates/risks in regard to the project.

## RESULTS & IMPACT

1st Executive successfully appointed the role within 4 weeks – with the chosen candidate being the one that was presented as a benchmark during the initial campaign briefing!

# 1stExecutive



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