



# Denholm Case Study

# Business Development **Manager**

Denholm is a fifth-generation family business, across the UK they operate from 50 offices and employ over 1,000 people. Their business is divided into four divisions: Shipping, Logistics, Industrial Services and Seafoods. Each division originates from shipping or maritime services and has developed and expanded its products and services as customers' needs have changed and to bring them to new customers.

This role was created to support the Commercial Director in managing existing accounts, handling enquiries and grow the sales team outwards. They approached us with this role as an existing client.



[www.denholm-group.co.uk](http://www.denholm-group.co.uk)

## The **Problem**

Denholm reached out to us with this role when their existing Commercial Manager was promoted to Director level.

Their new Commercial Director needed someone to support with areas of their prior role that they no longer had the capacity for alongside their new responsibilities.

This role proved extremely difficult to fill as many candidates with this experience didn't have any desire to work in the Logistics industry.

## The **Solution**

We reached out to dozens of candidates in the area who had the skills required to do this role.

Unfortunately, when we briefed them on the specification for this role, none of the candidates we spoke to had any interest in being put forward to the client for consideration.

After having mapped the existing market, we explained to the client that compromises would need to be made on their initial specification, should they wish to place a candidate in this role.

## The **Outcome**

Based on the revised specification we received from Denholm following our advice, we were able to find a slightly more junior candidate who was a really good fit for the role.

Our candidate was invited for a first-stage interview with the client.

Pleased with what they had seen from our candidate, Denholm invited them in for a further second-stage interview, then they were placed into the role shortly thereafter.



**Days  
To Hire**

This role took one month to fill, due to the lack of interest from candidates.



**CVs Sent**

All three shortlisted candidates were invited to interview.

# Do you want to know more?

If you would like to understand how our search strategies could strengthen and benefit your hiring process, we are more than happy to assist you.

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