



IDTechEx

Case Study

Business Development **Manager**

IDTechEx are a global Market Research and Business Intelligence specialist providing information that help influence businesses from start-up to blue-chips make strategic and informed business decisions. Operating in over 80 countries and headquartered in Cambridge, they have global offices in Japan, Germany and the USA. Their expertise is regularly cited by leading global media organisations from the Wall St Journal to the BBC and FT.

IDTechEx approached us with this role as they required a Business Development Manager to strategically approach and win new clients and manage their key accounts to ensure client satisfaction and retention. The essential requirement was for the candidate to have prior experience in sales and business development in selling an business intelligence or market research solution

IDTechEx

www.idtechex.com

The **Problem**

IDTechEx specialised in hosting large exhibitions and conferences regarding emerging technologies.

When this was no longer possible during the pandemic, they diversified their revenue stream by developing a SaaS Business Intelligence portal

This change of focus created a requirement for a Business Development Manager to prospect and target new clients

We agreed to work this role on a contingent basis with this client.

The **Solution**

We conducted a full market map identifying a shortlist of 41 candidates with industry experience and from competitors for interview and eventually submitting a shortlist of 9 CVs.

During the course of the recruitment process, the HR Manager left the business and we had to re-engage directly with the business CEO to bring this process to a close

The specification of the role required candidates to have sales and business development experience, having worked with SaaS and intelligence tools.

The **Outcome**

We sent a total of 9 candidates to IDTechEx for consideration, all of whom were invited for a first-stage interview over Teams.

Two of the candidates we provided had a successful first-stage interview and were invited back to the client for a second-stage interview.

As part of their second-stage interview, they were required to complete a face-to-face presentation for the client.

Following this, one of our candidates was offered the role and IDTechEx have continued to use Aspion Search since. This was the first external hire in the company's history and we were the only agency to successfully recruit the role



50
Days
To Hire

It took just 30 days for the candidate to be hired from the initial briefing.



9
CVs Sent

All five 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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