

HOW WE ASSISTED WORLD'S LEADING MANUFACTURING ORGANISATION IN THEIR INDIA BUSINESS TURN AROUND

CLIENT BRIEF

- The client is a century-old iconic brand, inextricably linked to the invention of the original High-Pressure Laminate (HPL)
- They are the leading provider of designed surfacing solutions, guided by the philosophy of the highest ethical standards in all the aspects of the business including sales, marketing, sourcing, and supply chain management
- The organization had big plans for expansion in India as they are quite bullish in the Indian market
- Recently, they have launched a brand-new collection for India with a catalogue that reimagines the way we view spaces and surfaces

As the world's largest manufacturer of High Pressure Laminate (HPL), their international network of design, manufacturing, distribution and sales operations maintains the recognition as a global brand.



\$896 MN
Revenues



28
Countries

SCENARIO

- The client was looking to hire a seasoned business leader to spearhead the India portfolio and drive the Turnaround/Transformation mandate
- Athena helped in hiring an astute leader who would aim to double its dealers/distributors network in the future and witness three-fold growth
- Athena Executive Search & Consulting was retained and mandated at a very interesting phase of their growth journey w.r.t the India region and hire Managing Director, Head Sales to name a few critical leadership positions that would play an integral role in focusing on managing the business agendas, sales and operations as well as looking to drive an aggressive growth mandate in the region

CHALLENGES

1

With the limited talent pool available in the niche industry of laminates to attract leadership talent to an organization that was at a nascent stage of growth stood as a strong challenge

2

They were looking for a strong sales leader with experience in both B2B and B2C channels from Laminates/Plywood, Ceramics/Sanitary Ware, KitchenWare, Ceramic Tiles, Paint Industry, Faucets

3

They were looking at potential candidates who are dynamic business leaders with 15-25 years of experience

SOLUTION & IMPACT

APPROACH



A comprehensive study was conducted by a dedicated internal team of consultants and vertical experts at Athena to successfully achieve the goals and objectives of the client

We executed a detailed process of a 3-tier industry mapping by identifying major Building Materials, Ceramics, Plywood, Paint having expertise in the required domains. Athena mapped over 30 companies and 70-80 top executives from the target industry

A strong pitch book was created for the client's proposition and was represented by our experts to engage with the desired candidates. Our consultants strongly evangelized the targeted candidates against the reservations and exposed them to the opportunities in the proposition

A thorough assessment of these candidates was carried out by our partners keeping the client's requirement as the screening criteria

OUTCOME



Athena was successful in hiring their Managing Director to head their India operations, grow its market position and meet the overall objectives of the company's growth

The candidate continues to be an integral part of the leadership team with the client. Athena has been successful in placing a seasoned leader who would drive their Turnaround mandate for them

The appointed candidate has already made a huge impact on the change management mandate and Athena's selection process has been appreciated for bringing high impact leaders to the organization



Unique portfolio of services covering entire spectrum of Talent Management

Athena's Key Metrics

98%

Completion ratio of assignments

85%

Assignments completed under 45 days

80%

Assignments at VP level or above

70%

Assignments from repeat clients

24%

Assignments completed with diversity candidates