

Case Study

Name : Jesper Frederiksen

Job Role : Senior Director of Sales, Europe

Company : Postini

Acumin Consulting was commissioned on a retained basis by Postini's Worldwide Head of Sales, to manage the search for a Senior Director of Sales for Europe. Postini is the global leader in integrated message management, providing more than 35,000 businesses worldwide with on-demand services that protect, manage, improve compliance, reduce risk and increase productivity from email, instant messaging (IM) and the web.

Acumin met with Postini in California, where a full brief was agreed upon for the role that was to be recruited for. From here, Acumin produced a short list of candidates and managed the entire process through from initial search and qualification of potential candidates, to the final selection process. This was an important hire for Postini, the first of its type in Europe, hence the thoroughness of the recruitment process.

Outline of Case Study:

- Acumin worked with Postini to source a Senior Director of Sales for Europe. This was a very high-level hire for Postini - the first of its kind in Europe.
- After a very rigorous process, Jesper Frederiksen was selected for the job, given his level of experience & skills set.
- Jesper is now using Acumin to facilitate the growth of his European team.

“Acumin take a realistic and honest, consultative approach [to recruitment].”

Jesper comments on the rigorous process that Acumin and Postini used to help find the perfect candidate: “It was a very prolonged hiring cycle. Acumin did a very good job of keeping everyone informed.... I liked the professionalism of the resourcers - they pushed, but in a good way, which lead to my first interviews.”

After much background research and qualification by Acumin, Jesper Frederiksen was interviewed by Postini's executive team. Jesper excelled in the interviews - he was up against some of the biggest names in the industry but his tenacity and determination enabled him to secure the position.

Now, as Senior Director of Sales for Europe, Jesper is working on rebuilding his team and driving European expansion at Postini,

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working closely with Acumin to fill a number of key roles across EMEA. Jesper explains why he likes Acumin's approach: “A lot of headhunters are like used car sales people - Acumin take a realistic and honest, consultative sales approach...” he continues “I liked the close communication that I got as a candidate and I know that they do a great job at screening candidates to a short list stage and then take a back seat, ensuring that the client is presented with all necessary facts to make a well-informed decision.”

Acumin Consulting are renown for their specialist knowledge of the Risk Management market place - including Data Protection, Information Security and Storage.

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