

Weiss Technik Appoints Cheesecake Recruitment for Strategic UK Recruitment Drive

Weiss Technik are one of the World's largest manufacturers of environmental simulation systems, heat technology, air solutions and pharmaceutical technology. Part of the Schunk Group of global companies and headquartered in Germany, the company's operational and growth plans for the UK required a niche and strategic recruitment campaign to create the leadership backbone it needed to succeed.



The Requirement

As part of a twelve-month strategic and operational plan, Weiss appointed Cheesecake recruitment to help them source and appoint key senior executive roles to establish a new UK Management Team to lead the UK Operation including a UK Sales Director, Financial Director and a Human Resources Manager.

With considerable corporate change on the agenda, the recruitment campaign's biggest challenge was to identify and attract individuals that Weiss Technik needed to not only fit the culture and environment of the existing organisation, but just as importantly with the drive and leadership qualities the new executive team would need to successfully helm the new vision for the UK and attain its growth objectives.

The Strategic Approach

Using a direct, individual and scientific approach, Cheesecake researched "passive" potential candidates and their possible trigger points. As senior personnel, the target candidates were time pressed and it was imperative a positive and engaging conversation could be initiated to sell in Weiss Technik, entice a possible job migration and to quickly establish if the individuals had the right motivations, skills and leadership styles to succeed.

Precision Targeting to Secure the Perfect fit

Following an intense program of competency mapping and in-depth screening, Cheesecake interviewed a long-list and presented a strong shortlist based on Culture fit, Leadership and Skills Matrix for Weiss Technik's UK Managing Director, Malcom Youll.

Cheesecake partnered with various stakeholders through the campaign process and all roles were successfully concluded within the agreed timelines.

Once the Senior Leadership Team were appointed, Cheesecake Recruitment were asked to continue working with Weiss Technik to expand the UK Operation and successfully source numerous Commercial/Sales roles including National and Key Account Managers across various vertical markets - including Automotive, Life Science as well as more niche technical support.

Cheesecake Recruitment

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Malcom Youll, MD commented:

"I worked with Rowland at Cheesecake and was very impressed with his thorough understanding of our requirements and the truly proactive nature of all the team.

"Rowland identified high calibre individuals to join our UK Senior Leadership team which matched not only our Skill Matrix's but just as importantly candidates that mirrored our vision and values. We continue to use Cheesecake Recruitment and thoroughly recommend them for being one of the most professional companies that we have partnered with, especially where niche roles are required."

Keith Stalker, UK Sales Director commented:

"Since Rowland recruited myself as the new Sales Director, I've continued to work closely with Rowland at Cheesecake recruitment over the last twelve months. I needed to recruit four new Sales team members which included National and Key Account managers across our various Divisions including Automotive, Life Science and related markets. Cheesecake successfully completed the assignment and all four joined the business through Cheesecake.

Cheesecake have a very high success rate, due to their understanding of the business requirements, their initial selection process reduces the time spent reading CVs and interviewing candidates."

