

## background:

When Danish-based Agnitio decided to expand their operations in EMEA, reesmarx europe had the combination of experience they were looking for.



As a serious and respected partner to some of the world's most important Pharmaceutical and Industrial companies, Agnitio is a leading provider of Closed-Loop Marketing (CLM) software aimed at supporting the sales and marketing organization of companies by helping them control and shorten complex sales processes.

*"Recruiting a high profile Country Manager was strategically important for Agnitio so I needed a Recruitment Partner who understood the High Technology market and could provide flexible solutions. Ideally, we wanted to combine an executive search with a high profile advertising campaign which would both attract senior level candidates and promote our brand to potential clients. reesmarx were able to tailor a solution to meet our needs and I liked the fact that they only work in the Technology sector and have a truly European approach"*

Ole Schneider, International  
Sales Director Agnitio

## business challenge:

- ✘ Attracting the best candidates in a highly competitive market
- ✘ Targeting the right skill set from the Technology sector
- ✘ Building brand awareness with potential clients in a niche sector
- ✘ The need for flexible solutions to support European expansion
- ✘ Reducing time spent on recruitment by senior management
- ✘ The need for research and market feedback from a new territory

## the solution:

reesmarx europe offered a Managed Solution which entailed a high profile branded advertising campaign combined with a targeted search in order to penetrate the market and build brand awareness for Agnitio.

With a dedicated Account Manager responsible for end to end management of the project, Agnitio had a single point of contact throughout the project and a dedicated Resourcing Team identifying and approaching candidates from target companies. As specialists in the Technology sector, reesmarx were able to draw on their experience and wide network of contacts to target the best talent in the market.

Running in conjunction with the Executive Search, reesmarx europe manages a closely targeted advertising campaign including:

- ✘ Advice regarding Copy and Creatives for Advertising
- ✘ Management of all applications throughout the process
- ✘ Preparation of job descriptions, briefing documents, company literature etc.
- ✘ Response Analysis
- ✘ Weekly progress calls
- ✘ Presentation of Shortlist with detailed candidate assessments
- ✘ Management of all interviews
- ✘ Reference checks and psychometrics tests

*"We wanted to take away all the elements of the recruitment process that would cost Agnitio valuable time. The solution we offered was both cost effective and time efficient. Essentially, we were perceived as an extension of their company and the resulting process was seamless. We look forward to a long term partnership with Agnitio"*

Jenny Dalgleish, Recruitment Director  
reesmarx europe

## the result:

reesmarx europe's handling of the assignment saved Ole and his team a significant amount of time. He was confident that Agnitio was being represented professionally in the market and by working in partnership, the tangible benefits were clear:

- ✘ Successful delivery within agreed timescales
- ✘ Creative recruitment solution attracting passive and active candidates for very strong shortlist
- ✘ Cost effective recruitment solution with no variable costs
- ✘ Professional representation as they entered a new territory
- ✘ Increased brand awareness through high profile advertising
- ✘ Valuable market feedback

As Ole explained:

*"I had weekly update calls from reesmarx along with detailed progress reports. As a result, I always felt in control of the project. They presented a very strong shortlist with very accurate assessments of the candidates in line with the criteria discussed at the beginning of the project. They coordinated a complex schedule of interviews for me to attend with our CEO and as a result, we have made a very successful hire."*



Established in 2000 to offer recruitment solutions tailored specifically to the Technology market, reesmarx europe is a successful niche recruitment consultancy with a strong European presence. Clients include a broad range of established blue-chip technology companies as well as niche or start-up software companies looking to increase presence in EMEA. reesmarx is renowned for establishing long-term partnerships with clients.

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