

Case Study: Appointment of Business Development Directors, the Collab Group

The introduction of the Apprenticeship Levy has resulted in an increasing demand for senior talent, with a focus on commercial and sales expertise. As sector experts, Parkhouse Bell are the market leading head hunter of senior talent for the Levy.

The Collab Group, whose membership comprises leading Further Education (FE) colleges, engaged Parkhouse Bell to appoint two Business Development Directors. Both Directorship posts were newly created and hold responsibility for generating business opportunities to be delivered by the Collab Group's colleges working in partnership, thus driving additional revenue for multiple colleges.

Given the commercial expertise required to generate new income streams in the new employer-led Levy training landscape, the Collab Group was particularly keen for the candidates to come from outside the FE sector, with a strong commercial background gained within large, complex organisations across both the public and private sectors.

Parkhouse Bell therefore initiated a thorough cross-sector search, not only across our core areas of speciality (skills and employment services), but also across new, unrelated sectors. Our Executive Search team identified and attracted a wide range of senior candidates, using sophisticated market mapping and headhunting techniques gained from their years of experience recruiting for senior roles.

Our specialist Executive recruiters, spoke with candidates from large independent training providers, and from large corporates and PLCs within Professional Services and Consultancy, Construction and Manufacturing, Education Services and Oil & Gas sectors.

The successful candidates were appointed from the Oil & Gas industry and a private e-learning company, respectively. The commercial expertise of both has already proven invaluable to the Collab Group and its members, having developed exceptional senior relationships with a number of key employers that has resulted in significant new business.

Following these highly successful appointments, Parkhouse Bell has been named as the Collab Group's preferred recruitment partner.