

Case Study: Appointment of Managing Director – Institutes of Advanced Technology, City & Guilds

The City & Guilds Group is the UK's leading technical institution. As part of the Group's growth strategy, and in line with the UK government's key skills priorities, it is establishing a UK network of world class STEM (Science, Technology, Engineering, Maths) focused Institutes of Advanced Technology to help tackle the UK's technical skills shortages. The acquisition of Gen2 in 2017, a leading provider of engineering training, marked the first step in creating this network. The Group is actively seeking further high-quality STEM-focused training providers to bring into its network.

With this ambitious growth plan, the appointment of a Group Managing Director to lead the development of the network was an immediate priority. For this high-profile role City & Guilds sought a strong industry leader, with the gravitas to lead the new offering for the organisation and act as a credible voice to the STEM sector.

Sitting on City & Guild's preferred supplier list for operational appointments, Parkhouse Bell has a good history supporting the organisation, with excellent insight into their culture and growth aspirations. We were subsequently invited to submit a competitive proposal to lead a national search for the Institutes of Advanced Technology, Managing Director.

Following our appointment, we commenced a detailed search of organisations representing the intersection of the STEM and education sectors. Our research team produced a market research report of companies and candidates within the STEM field: engineering, manufacturing, energy, nuclear, technology, IT, oil and gas, automotive and wider science.

After presenting our initial findings to City & Guilds, we worked together to prioritise our list and develop our attraction strategy. Our subsequent conversations with prospective candidates revealed a real appetite in the market for the Institutes of Advanced Technology model, as candidates' view of the role and City & Guilds was overwhelmingly positive.

Following an extremely competitive and extensive interview process, City & Guilds Group appointed Martin Hottass, previously General Manager and UK Skills Partner for Siemens. His wealth of STEM experience, supported by roles held on steering groups such as the IFA, SEMTA and the Apprenticeship Stakeholder Board, made him an ideal appointment.

Phil Ellaway, City & Guilds' Group Strategy Director, thanked Parkhouse Bell for the "*excellent service and support*" we provided, commenting particularly on our ability to identify and approach a strong field of high calibre candidates. He added: "*We're delighted with the outcome, and very much appreciated your diligence and insight during the process.... we were very pleased with the results and would certainly work with [Parkhouse Bell] again.*"