

## Case Study: Parkhouse Bell lead appointment of David Marsh as CEO of The Babington Group

The Babington Group is a well-regarded, private equity-funded provider of workplace and employability training services. Parkhouse Bell has built a strong relationship with Babington as a successful provider of recruitment services over the past five years, having supported the recruitment of multiple roles across the business, including three senior leadership roles.

Given our track record supporting the business, and our understanding of its history and vision, we were invited by RJD Partners, Babington's owners, in conjunction with the board, to submit a proposal to support the appointment of a new CEO. Following a competitive pitch, we were successfully awarded the assignment.

This was a particularly demanding assignment. We needed to source someone of the same high calibre and standing in the market, as the incumbent CEO, Carole Carson, while maintaining complete confidentiality. We knew that the new CEO would need to build on Carole's strong legacy at Babington, quickly establish their credibility – particularly internally – as their new leader and lead the group through its next phase of development.

Drawing on our experience leading similarly sensitive assignments, we worked closely with RJD and the board to develop a search strategy that would ensure ongoing discretion, as well as meet the very demanding requirements they had set. This included being extremely selective over who we approached – in fact, of the 60+ potential candidates we identified, only eight were approached. They were then required to sign a non-disclosure agreement (NDA) ahead of any detailed conversation. Any information we shared ahead of this NDA needed to be strictly controlled, yet detailed enough to act as an incentive for potential candidates, so we developed a compelling pitch that secured their initial interest... despite the organisation's identity being withheld.

The project's lengthy timescale also presented another challenge, with a four-month selection process, followed by a potential 6 month notice period for the appointed candidate. We ensured candidates remained engaged through this intensive interview process, including a diagnostic assessment for final candidates. As in previous assignments, our partners at [The Continuum](#) delivered these comprehensive assessments.

At the conclusion of our rigorous selection process, Babington and RJD appointed David Marsh – formerly the Managing Director of Capita's apprenticeship business. With a Business Development background to complement his executive leadership experience, David is perfectly placed to lead Babington through its next stage of growth, and further build on its excellent reputation in the market. His unique insight into direct employer delivery, having managed British Gas' training academies, will also prove invaluable in the new post-Levy, employer-led market.

Commenting on the CEO selection process, Richard Caston, Managing Partner of RJD Partners and their representative on the board of Babington said: ***"We were delighted to work with Parkhouse Bell once again, particularly on such an important assignment. Parkhouse Bell provided us with a comprehensive list of potential candidates, and a shortlist of the highest quality. We were delighted to secure David as the next CEO of Babington and are excited by the next phase in the company's development under his leadership."***