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JOHN M.  
NATIONAL  
COUN

**INTERNATIONAL  
EXPANSION WITH  
SPECRIGHT**

# NEW PRODUCT REQUIREMENTS

Specright came to us through a trusted recommendation from another CRO we'd partnered with. Following meetings with their CRO and EMEA Director, we were pitching for their first-ever EMEA hires - roles which we knew were going to be extremely attractive to prospective candidates.

Already a proven success in the USA, Specright is expanding into Europe and needed two exceptional big ticket sales professionals to lead that charge. These would be their first boots on the ground in the UK - a big milestone for the business and one they couldn't afford to get wrong.

## UNPACKING THE BRIEF

The brief was clear, we needed to identify commercially sharp individuals with ERP and SaaS expertise, deep understanding of supply chain processes and experience selling into enterprise retail, FMCG, CPG and manufacturing.

These were true headhunt mandates. The right candidates weren't on the market, they were already thriving elsewhere. So it was up to us to craft and sell the story of Specright's mission, culture and the growth potential of these roles to bring the best talent to the table.

## DELIVERING THE RIGHT SPECIFICATION

After a thorough process including multiple interviews, meetings with senior US stakeholders and even transatlantic visits, both candidates had met more than half of the business before securing the green light. A thorough process but one which Specright were able to move through at pace, ensuring focus was maintained and candidate interest didn't wane as a result.

The outcome? Two exceptional hires who've hit the ground running and a delighted client. So much so that PIE is now Specright's exclusive UK recruitment partner as they continue to scale their UK presence.

**FANCY A CHAT?**

Jake Robinson

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