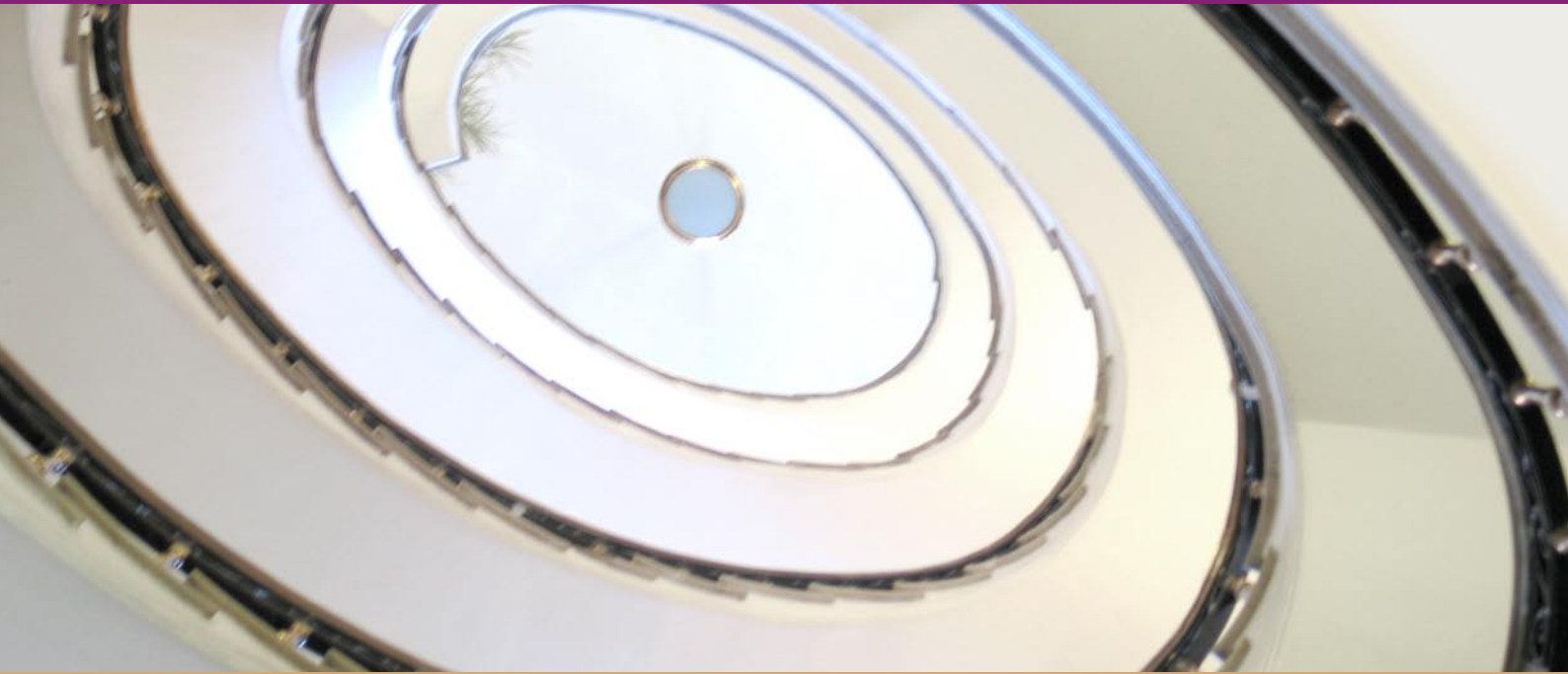


THE
CURZON
PARTNERSHIP



Sales and Marketing

Introduction

Our expertise in recruiting sales and marketing professionals spreads across all of Curzon's specialist areas.

We have recruited Marketing Directors for Technology, Energy, Financial Services, Automotive, Healthcare and Consumer Services clients, often requiring broad international market knowledge and language skills. Similarly, for Sales Directors, we have worked in all these sectors looking for appropriate selling experience and, importantly, a record of sales success.

Our own network of sources and past search experience has enabled us to create a pool of candidates, which comprises the best talented sales and marketing people: those who have proven over the years that they can deliver. We add to this resource every time we conduct a search. We supply clients with prospects whose records of accomplishment speak for them.

Carol Palmer leads this specialist area.

Specialist area leader



Carol Palmer, Partner, began her career in search with Russell Reynolds. She then moved to Norman Broadbent International where she helped to establish and became a Director of NBS. Carol specialises in Board appointments for sales, marketing and commercial management positions in B2B and consumer service companies, particularly within the automotive sector.

Our expertise

Identifying excellent sales and marketing talent is not an exact science and yet is of critical importance to clients, whatever their business. Recognising what makes such people successful is a key part of our art. A Sales Director in the consumer market may be working through a direct sales force, telesales or retail network. The sale is often immediate and the ability to lead and motivate a large, multi-site and relatively unskilled team is the key to success.

In the business-to-business markets, sales cycles tend to be substantially longer and more complex, and success depends on negotiating skills, deep knowledge of a sector and the ability to forge lasting board-level relationships. We look for proven leadership competencies to include the ability to attract, motivate, retain and develop senior sales people, major account managers and sales/bid support teams.

Marketing initiates, supports and develops all sales activity. We handle searches in every aspect of the marketing mix, from the overall heads of function to their direct reports in large corporates, where senior people are needed to specialise in strategy, business development, PR, marcoms, brand/product management, channel/alliance development, pricing or promotion.

Because we have been recruiting Sales and Marketing Directors, and their top teams, for well over fifteen years, we have a sound knowledge based on experience of what it takes to succeed. Our expertise covers direct to consumer and B2B, products and services, and direct and indirect channels. We recruit typically at main board or divisional board level.

Example assignments

Sales Directors

- Financial Services
- Automotive
- Technology
- Retail
- Business Process Outsourcing
- Telecoms
- Leisure
- Media
- Software

Marketing Directors

- FMCG
- Leasing
- Insurance
- Technology
- Professional Services
- Automotive
- Engineering
- Manufacturing

Commercial Directors

- Consumer Services
- Energy
- Professional Services
- Support Services
- Healthcare
- CRM
- Technology

The Curzon Partnership

The Curzon Partnership is a tier one executive search firm based in central London. We are totally independent and committed to client focus, speed and creativity. Between our nine partners and our total team of twenty, we handle a broad spectrum of senior executive and non-executive searches across a range of industries.

Our business is the identification, attraction, assessment and development of talented leaders and specialists for our clients, with whom we have often built long term strategic relationships.

We are a key member of IIC Partners, one of the top ten search groups in the world.

Contact us

Specialist Area Leader: Carol Palmer

Address:

The Curzon Partnership
1 Heddon Street
London
W1B 4BD

Tel: +44(0) 20 7470 7160

Fax: +44(0) 20 7470 7171

Email: cpalmer@curzonpartnership.com