



How to build a Country Manager ...

SELECTION CASE:

FMCG – BUILDING & CONSTRUCTION

CLIENT:

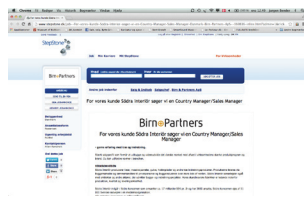
More than 51,000 forest owners in southern Sweden are members of the economic association called Södra. They own just over half of all privately owned forest in the area, as well as a group of companies that are successful in both Swedish and international markets. Södra has 3.800 employees. The Group's four business areas produce sawn and planed timber goods, interior products, paper pulp and biofuel.

MEDIA:

Mobile

Print

Online



POSITION:

Country Manager/ Sales Manager DK, - total P/L responsibility
You will be in charge of the development and implementation of the future sales set-up and go-to-market strategy for Denmark. Being a front runner and setting the course for the team you will play an important part of our new Nordic market strategy. Through sales and marketing on both strategic and operational level you will work towards an even stronger position for Södra Interiör A/S. Target groups are professional dealers in the Nordic region and DIY chains.

TIME FRAME:

Right candidate – in place Q1 2014

INITIALISATION:

6. Oktober 2013

PROCESS:

Week 1

Profiling	
Contacted:	27 Candidates
Telephone Interview done:	9 Candidates
Personal interview done:	4 Candidates

Week 2

Contacted:	43 Candidates
Telephone Interview done:	9 Candidates
Personal interview done/scheduled:	4 Candidates

Week 3

Contacted:	45 Candidates
Telephone Interview done:	19 Candidates
Personal interview done/scheduled:	7 Candidates

Week 4

Contacted:	49 Candidates
Telephone Interview done:	27 Candidates
Personal interview done/scheduled:	15 Candidates

Week 5

Ready for 1. Presentation	3 Candidates
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Week 6

Ready for 2. Presentation & case	2 Candidates
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Contract signed ultimo November

On-boarding New Country Manager/Sales Manager 1. January 2014

For further insight and references please contact:

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