



Investment Case Study Two

Global Investment Consultancy

 **mansion**
HOUSE
executive search

Part of the
Empresaria Group

The Role

Following a restructure, our client created four senior roles to strengthen its focus on pan-European clients. The requirement was to attract individuals with exceptional levels of technical understanding, proven leadership skills and the ability to manage major accounts in which client assets totalled at least £1 billion under management.

Our Solution

The main challenge facing us was to operate in an intensely competitive market place in which the three main players had all adopted a similar pan-European strategy. It soon became evident that the limited pool of skilled consultants was being approached by search firms on a regular basis, making target candidates resistant to engaging with us.

Our answer was to advise our client to create a stand-out proposition strong enough to trigger expressions of interest from suitable candidates. We advised that central to this enhanced offering should be flexibility around the locations of the four roles. Rather than being based with the main European client servicing team in London, the roles could be based anywhere within the network of regional offices.

This tactical shift generated a much larger pool of candidates, allowing us not only to find the key individuals our client was seeking, but also to identify and attract other candidates who could add to the overall strategy.

Subsequently our client has distinguished itself by winning a series of major European accounts and continues to grow in this area.

Consultant Profiles

The Investment team is client managed by Managing Director Marcella Cronin. Client delivery is provided by Nathan Stokes and Simon Dodds



Marcella Cronin, Managing Director

Founder and Managing Director of Mansion House Executive, Marcella Cronin has been recruiting in the insurance market since 1988, concentrating on executive level search.

She began her career with Lombard Continental Insurance Company, working within its head office claims environment before entering the recruitment industry. Marcella has recruited from companies ranging from general insurers, to brokers and industry service providers across both commercial and personal lines. Marcella also takes responsibility for board level recruitment and senior level client relationship management across the General Insurance, Employee Benefits and Investment teams.



Nathan Franklin-Stokes, Executive Consultant

Investment

Executive Consultant Nathan Franklin-Stokes also joined Mansion House Executive in 2005. Prior to joining Mansion House, he spent ten years in recruitment across the financial sector, where he helped build the successful commercial division of another specialist search firm. Nathan focuses on the wealth and asset management sector with an emphasis on technical sales and business development roles across both wholesale and retail.



Simon Dodds, Executive Consultant

Employee Benefits & Investment

Executive Consultant Simon Dodds joined Mansion House Executive in 2004 following his graduation from Nottingham Business School with Ba(Hons) in Business Studies. Simon worked as a Researcher across the general insurance, life, pensions and investment markets before being promoted to Associate Consultant within the employee benefits and investment teams.

Simon has a particular emphasis on the actuarial, employee benefits consulting and administration markets.

Contact Details

Mansion House Executive Limited
2nd Floor
78 Old Broad Street
London
EC2M 1QP
Tel: +44 (0)20 7496 3399
Fax: +44 (0)20 7496 3388
Email: info@mansionhouse.co.uk