



Executive Search

Trusted, confidential & targeted executive recruitment

About us

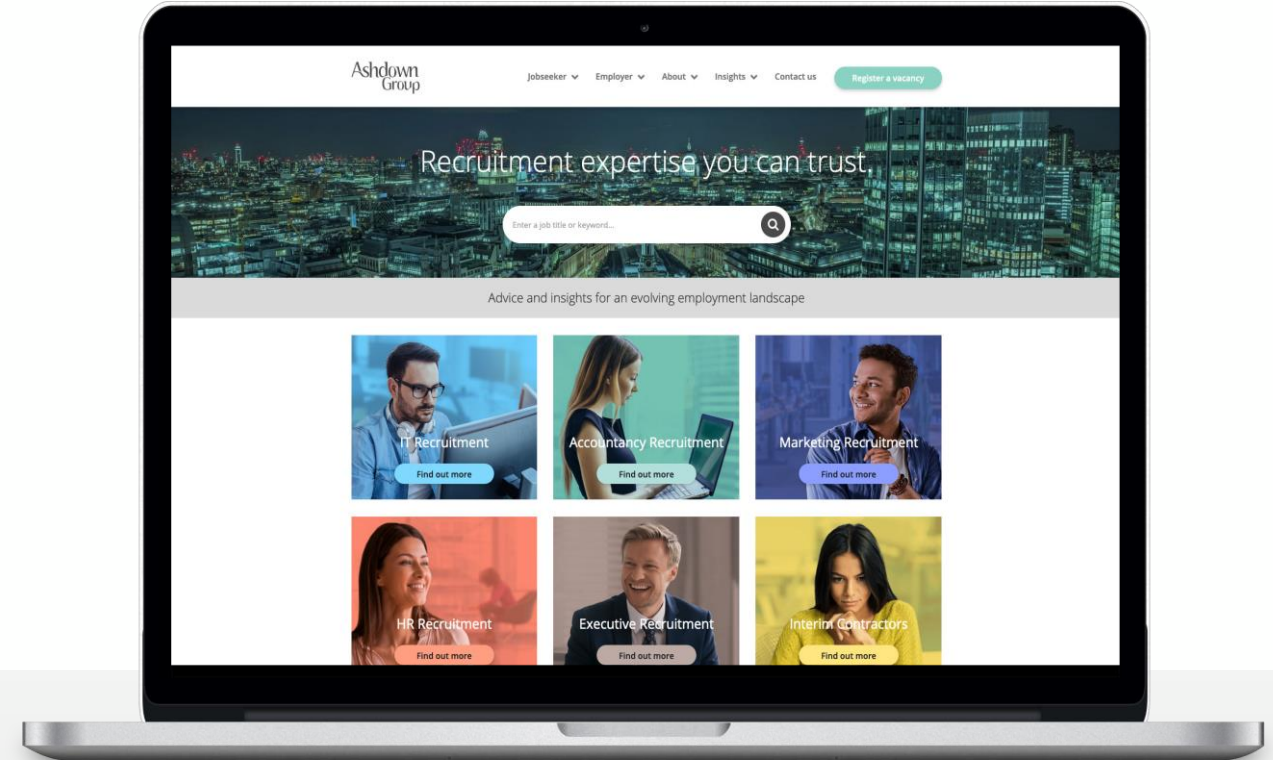
Ashdown Executive search

High quality recruitment you can trust

Established in 1999, the Ashdown Group set a mission to deliver value, transparency and the highest quality search services. 20 years on these core values are still at the heart of everything we do.

Specialists at delivering bespoke Executive recruitment campaigns, we have partnered with thousands of firms across the UK in all industry sectors.

Working collaboratively, supported by meticulous research, extensive experience, innovative technology and industry-specific knowledge, ensures the success of your Executive campaign.



Successful partnerships



Executive Search Partner

Senior executives have the power to transform businesses, and we are passionate about introducing outstanding leaders to our clients.

Working closely with stakeholders to ensure a robust, objective, and confidential executive search, we are the trusted partner of numerous PLCs and privately owned businesses, ranging in size from tech start-ups to FTSE listed firms.

Our success is founded on the experience and capability of our team, our time-tested collaborative approach, our commitment to delivery, and the unrivalled power of our network - the career long relationships we nurture that enable us to help businesses to build diverse leadership teams.

We combine meticulous in-house research with extensive practical experience and industry-specific expertise to recruit outstanding executives. Our focus on exceptional service, coupled with the longevity and seniority of our team, means we have built strong relationships with executives that span decades, giving us ready access to a deep pool of highly accomplished senior professionals.

We are recognised for our discretion, the speed and flexibility of our approach, and the expertise of our team.

Reporting and Market Insights

Beyond taking the time to understand your business objectives, we conduct in depth industry research and provide valuable insights and recommendations.

Delivering salary research, competitor compensation and benefits analysis as part of our initial discovery and research phase ensures you are attracting the best possible Executives.

Our constant evaluation of market demand and trends offers valuable insight to maintain a competitive edge.

Ashdown Executive Team

Your Executive recruitment team will be led by Denis O'Sullivan, Director at The Ashdown Group, and Sheryl Hannan, Executive Search Account Director

Denis O'Sullivan

Director, Ashdown Group

Denis leads the executive team at Ashdown and has deep experience with senior appointments, recruiting board directors and C-suite executives across numerous industries.

During a 15 year career in search he has placed more than 700 professionals and partnered with a broad range of organisations, from high-growth technology innovators to FTSE listed firms, to build transformative leadership teams.

He is committed to helping his clients achieve their diversity and inclusion objectives.

Sheryl Hannah

Account Director, Ashdown Group

Sheryl is an Account Director with over 25 years' experience successfully delivering executive assignments that cover the full range of board level appointments.

Prior to joining Ashdown as a senior talent partner in 2010, she co-founded and led a successful recruitment business. People are Sheryl's passion – she has an unrivalled network of senior professionals, an incredible commitment to service, and a proven track record of outstanding delivery.

Throughout the course of this Executive search Denis and Sheryl will be supported by a multi-disciplinary team of experienced researchers who will assist with candidate attraction and reporting. They will also be able to call upon the extensive expertise of the wider executive search team.

Values and Diversity

Our Values and commitment to Diversity and Inclusion

Values

Our core values of **Integrity, Collaboration, Energy and Generosity of Spirit** guide and inspire us. They have enabled us to create an inclusive and supportive culture centred around transparency, trust, respect and kindness. We celebrate difference and have created an environment of psychological safety where our team can be their authentic selves.

This inclusive ethos means we can hire and retain the best talent and allows us to offer our clients a partnership based on open communication and excellence. We become not just a supplier but a brand ambassador.



Diversity and Inclusion

Diversity, Equity, Inclusion & Belonging are in our DNA. We embrace difference and have always cultivated an inclusive culture because it is the right thing to do. In addition to the moral imperative to live our values, it is now well-established that meaningful D&I policies are integral to the success of businesses.

Diverse workforces achieve better results. They are more likely to financially outperform and have appreciably better employee engagement and staff retention.

We are committed to your success and will partner with you to achieve your D&I objectives. We have worked with numerous businesses to build diverse leadership teams and are committed to providing advice and guidance that mirror our passion for inclusion. We challenge bias, measure our performance, and team with our clients to deliver diverse candidate pools.



Executive Summary

Executive Search

- **Discovery & Research** Working closely with your senior leadership team to fully understand your culture and requirements we create a bespoke plan based on the objectives of your organisation. We will establish the key experience, competencies, and personality traits you require and use this as a basis to identify and evaluate candidates.
- **Longlist & Review** We provide a comprehensive longlist of potentially suitable executives, including a detailed review of candidate availability and competitor remuneration packages. At this stage we meet with your senior leadership team again to discuss our findings, confirm the salary range, and agree our list of target executives.
- **Competency Interviews** Our highly experienced team conduct a series of thorough competency-based interviews with prospective candidates and present a diverse selection of outstanding professionals to you that precisely match your requirements. At this stage we agree the final shortlist for your team to meet.
- **Shortlist, Referencing & Assessments** We provide a detailed report, including an executive profile and comprehensive interview notes, for each of the candidates you choose to meet. We fully manage the interview process including post-meeting debriefs and feedback. If requested, we organise and oversee additional testing, including psychometric and behavioural profiling. We conduct meticulous reference checks and confirm academic transcripts too.
- **Appointment & Onboarding** The final stage of the search and selection campaign is centred around securing your chosen executive and successfully integrating them into your business.



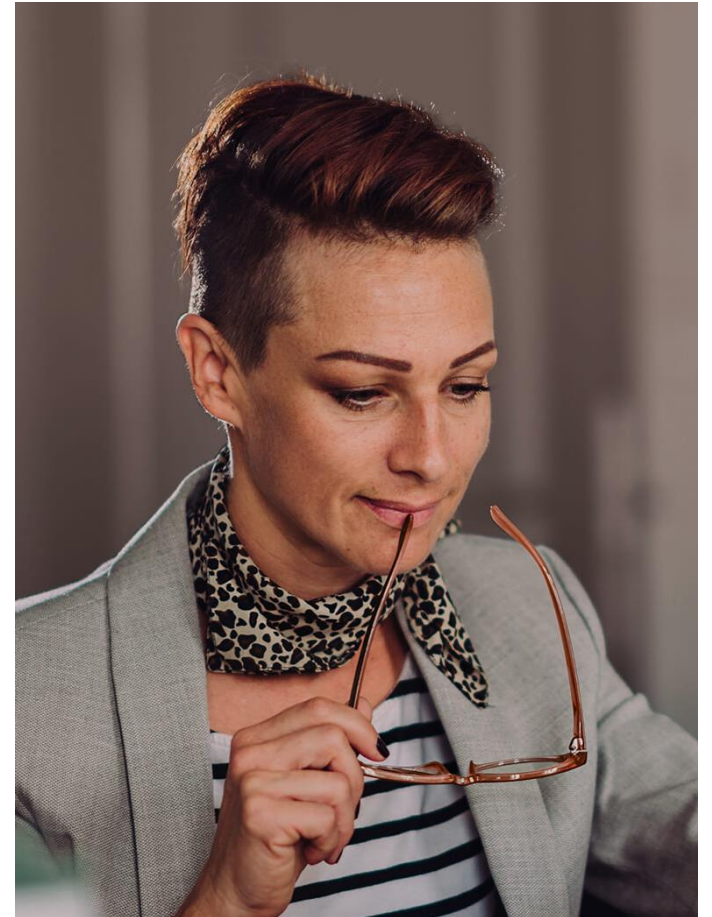
Stage 1

Discovery & Research

We meet with your executive team to gain a deep understanding of your business, including your culture, values, vision, objectives, and competitors. Our role is to fully understand your organisation, its challenges and opportunities, and the specific skills, attributes, and experience that you require.

We offer a truly advisory and consultative service, but our instinct is always to listen first – your requirements will determine our search priorities.

- Elicit requirements and create a detailed person specification
- Conduct extensive research
- Identify competitors and other target companies
- Carry out salary benchmarking
- Present market report

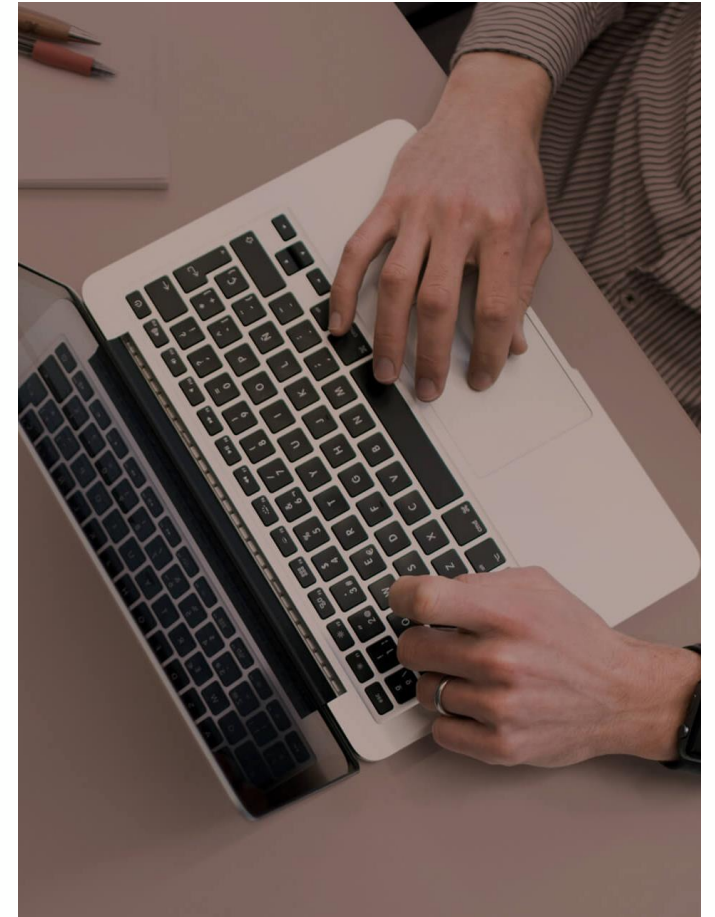


Stage 2

Longlist & Review

We create and discretely approach a comprehensive longlist of prospects to gauge interest and market intelligence around remuneration, notice periods, and availability. These conversations form a basis for discussion with the hiring team. At this point target candidates are agreed along with any necessary adjustments to the salary range and long-term incentive plan.

- Create an initial longlist of prospects with relevant skill-sets and qualifications
- Soft approach all longlisted candidates to gauge interest and gather market intelligence on pay, LTIPs, bonus, and benefits.
- Feedback and document each individual approach, along with any additional insights gained
- Review findings, make necessary adjustments to remuneration package and agree target candidates



Stage 3

Competency Interviews

Our rigorous competency-based interviews are led and defined by the discovery stage of our campaign, carefully aligned to the core requirements of the role and key objectives of your business.

A diverse and welcoming panel of highly experienced interviewers will objectively and independently assess candidates, focussing on skills, behaviours and capabilities, to ensure an equitable recruitment process.

- We conduct in-depth interviews with all of the pre-agreed candidates, asking behavioural and competency-based questions focused on the central objectives of the role
- We learn more about the candidates values, intrinsic motivators, and aspirations, forming a rounded picture of their suitability
- Harnessing the unrivalled power of our network we begin to have informal conversations with mutual contacts to establish the impact they have made at previous employers
- We constantly evaluate the candidates level of interest in the role and commitment to the process

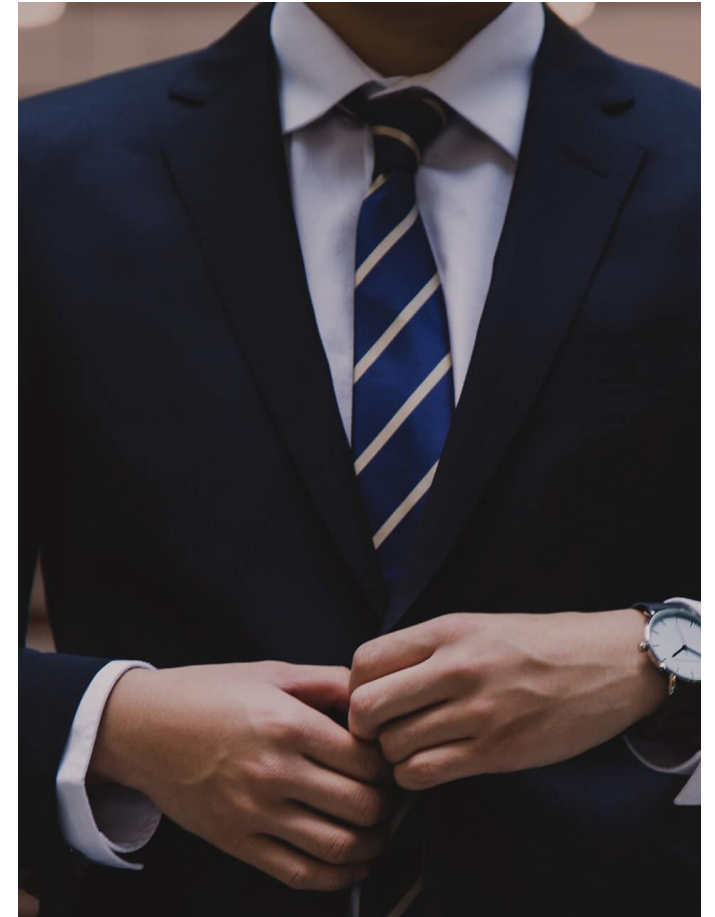
Assessment Tools



Shortlist, Referencing & Assessment

Working collaboratively, we agree a final shortlist for you to meet. Our expert team will fully manage the interview and assessment process, confirm academic transcripts, and take full references for all of the candidates that you invite to a final interview. These in-depth conversations are invaluable in contextualising the personal contribution Executives have made in achieving corporate and individual goals, allowing us to learn more about their leadership style, key strengths and weaknesses, and ability to build relationships and cohesive teams.

- Meet with your hiring team to agree the interview shortlist, providing a detailed analytical report for each of the candidates, including comprehensive interview notes.
- Fully manage the interview process including post-meeting debriefs and feedback
- Conduct thorough candidate referencing and feedback
- Organise and oversee additional testing, including psychometric and behavioural profiling, if requested.

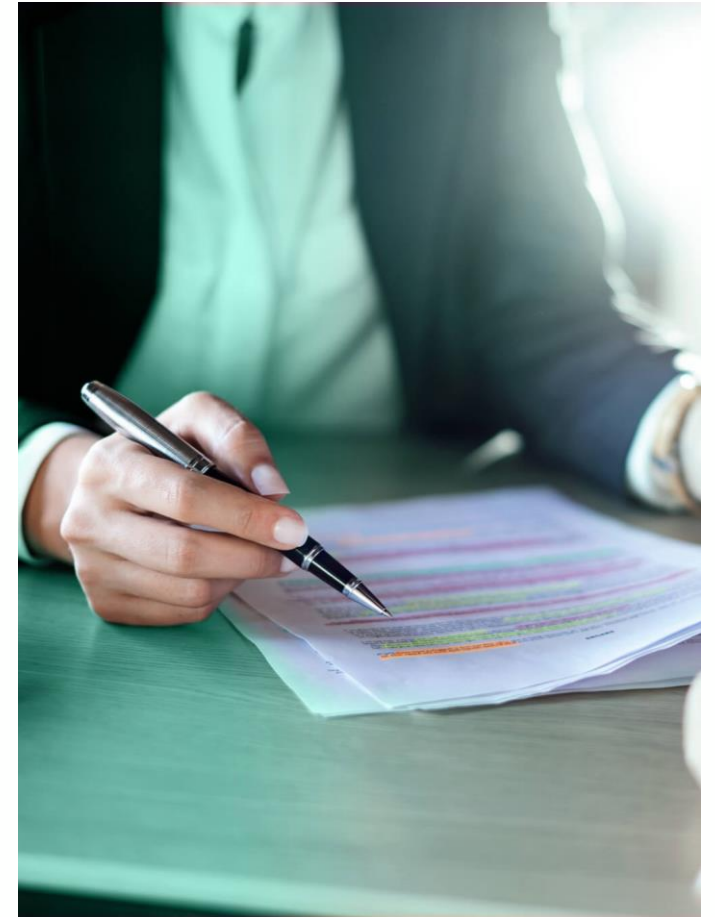


Stage 5

Appointment & Onboarding

The final stage of the search and selection campaign is centred around securing your chosen Executive and successfully integrating them into your business.


- We fully manage the offer process including salary negotiations
- Where an international relocation is required, our team will ensure that your new executive has a seamless move and feels at home right away
- We will regularly communicate with your new hire throughout their notice period, mitigating the risk of counteroffers, and enabling them to make an immediate impact
- We create a bespoke 12-month post-placement orientation and transition plan to ensure the successful candidate has all that they need to deliver outstanding performance and drive long-term business improvement



Executive Search Pricing Structure

25% of basic salary for exclusive retained Executive searches

The fee will be chargeable in 3 stages:

25% Research & Longlist	25% Shortlist & Interviews	50% Appointment	
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The fee will only be charged against the annual basic salary, rather than the whole remuneration package. For the purposes of invoicing, we will base the calculations for phase 1 on the projected maximum base salary on offer with any necessary adjustments made at the point of commencement.

Additional Services

- Assessment, behaviour and psychometric testing services
- Executive Onboarding and Coaching
- Co-branding Recruitment Campaigns
- Executive Transition



Working directly with the board, Ashdown headhunted a transformative **IT Director** with an impressive track record in the automotive industry to define and deliver the technology strategy for Hyundai UK & Norway.

The successful CTO has already delivered a digitization project that has revolutionized the customer experience, and greatly enhanced the resilience and effectiveness of IT services provided to over 3,000 users and 170 dealerships, facilitating the sale of 90,000 new vehicles annually and delivering in excess of £1 billion in revenue.



We are proud that The Royal Foundation of The Duke and Duchess of Cambridge recently commissioned Ashdown to recruit a **Chief Financial Officer** and **HR Director** for The Earthshot Prize, a not-for-profit start-up which currently sits within The Royal Foundation.

We partnered with the CEO of The Royal Foundation to create a bespoke attraction strategy focussed on identifying a diverse pool of executives who combine a passion for social enterprise with the requisite leadership skills and experience to join the board of a high-profile charity.

Both candidates will play a pivotal role in devising and implementing the business strategy of an organisation that is starting with a 10-year £200m endowment and is likely to rapidly scale up over the course of the next decade as it delivers on its truly inspiring vision.

"We were faced with a challenge. We had to find a find an applicant for a senior position in the company, and the need to find this person had become increasingly urgent.

We spoke to Ashdown at length about the role, our troubles filling it, and what we expect from an agency. What impressed me most was the amount of questions Ashdown asked. My colleague and I both commented afterwards that we felt we were in safe hands. Ashdown have certainly set a precedent for future business."

Conclusion

Why Ashdown Executive?

We take pride in our Executive Search success.

Discovery

Research

Collaboration

Powerful
Network

Constant
Review

Transformative
Leaders

Every Executive search campaign is different. Listening and taking the time to understand your objectives, what makes your company culture unique and the transformation you are undertaking, underpins our collective success.

Using our expertise, reach and insight, we build campaigns that attract the very best executive talent to choose from.