

## Case study: Swiss Key Account Manager Data Management

### Outline:

Tier one multinational data management company recognised as a global leader in its sector with well-established offices and Swiss presence of more than 50 people.

### The Situation

The client was looking to fill a vacant role as the previous account manager had left for a new position in the same company. One challenge for the company which was well established was that the product offering was associated with previous generation solutions, despite having developed leading edge new technologies so, attracting younger and dynamic sales managers with relevant experience within the regional eco system was key. Another challenge was that Switzerland has a major shortage of sales managers in the IT industry.

### Candidates Profile Summaries:

#### Key Account Manager

- Excellent knowledge of the Swiss IT industry eco system with local language mother tongue and excellent English
- Proven track record in selling complex software and cloud solutions, managing RFPs and making complex proposals with channel partners.
- Ability to manage multiple accounts and manage channel partner relationships
- Farmer skill set able to grow business at existing account yet also able to bring in new clients.
- Ideally with a technology/engineering degree and an MBA

#### Search Process

- Roles advertised on Antal.com
- Linked In advertising and promoted on social media
- Leverage of Antal Geneva's international sales management networks and candidate databases
- Use of advanced candidate search techniques
- Thorough selection process, candidate interviews, referee checks, and submission of 6 profile recommendations to client

#### Result

- 6 candidates interviewed, profiles and submitted within one week of start of search, including successful candidate
- Hiring process delayed due to Client's internal management changes
- Maintained candidates' interest in role through delays
- Candidate started work four months after initial Antal Geneva Interview

#### Source:

Case study submitted by our team in Switzerland, December 2020  
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