

Case Study: Interim Management- Marketing Director
Bristan Group Ltd





Rialto was set the challenge to provide an Interim Marketing Director for its client, The Bristan Group. Read how we sourced the ideal candidate within 5 days and how the individual made significant contributions to the organisation.

THE CHALLENGE

Our client, Bristan is the UK's largest supplier of bathroom and kitchen accessories with an annual turnover of £80million. The brief to Rialto was to urgently provide an Interim Marketing Director to develop and drive the marketing strategy of the group based on business, market and consumer insight.

The individual would need to deliver brand activities that would change trade and end-customer behaviour whilst optimising profitable growth within current markets and develop new growth opportunities.

Additionally, the Interim Marketing Director would need to consolidate the marketing function (including brand, product, and NPD teams) into a group structure which would drive the development and growth of the business.

Rialto is renowned for providing fit for purpose interims and this is recognised by our achievement in being voted Top 20% preferred interim provider by the Institute of Interim Management 2010 Survey.

One factor which differentiates Rialto from other providers is our capability to provide organisations with individuals who make a significant contribution to the overall business.

We ensure that the individual required not only has the core skills, competencies and ability, but equally matches our client's organisations beliefs cultures and values.

THE SOLUTION

Utilising our strong interim market knowledge we identified a number of highly qualified candidates for the position.

A shortlist was provided within 5 days of receiving the brief and the appointment of Matthew was made within 7 days fulfilling all our clients' requirements.

THE RESULTS

During Mathews 9 month assignment, the following achievements were delivered:

A range of appropriate product pricing strategies were produced in line with current and future consumer demands ensuring trade and DIY retailing customers remained competitive by consumers.

Delivered a new marketing strategy which differentiated Bristan products from its competitors.

Produced an innovative framework to the overall marketing agenda for the organisation.

Re-organised and mentored the marketing team bringing clarity and increasing performance across all areas of the department.

A significant contribution was made to the executive team and the longer term business strategy, which was commended by Bristan's CEO Jeremy Ling.

"I would like to personally thank you and express the appreciation of the Marketing Department, the GMT and all of us here at Bristan Group for your significant contribution to both the strategic direction and performance of the company.

So many times it felt like you were a permanent member of the team rather than an interim, and that in itself is a major manifestation of your dedication and commitment to the role you fulfilled.

I truly believe that you have added great value by establishing and steering us through the strong marketing leadership agenda and although there is much more to do, you have set the framework and inspired the Marketing Team to deliver in a way that is a total step change from our marketing activities of the past."

Written statement to Matthew from Jeremy Ling, CEO, Bristan Group.

To find out how Rialto can help you and your organisation:

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