



**Rialto was appointed to deliver an exceptional Head of Mobile Marketing for one of the largest technology companies in the world. Our client was highly impressed by what differentiates us from other search companies.**

## THE CHALLENGE

One of the largest and most innovative technology companies globally with a turnover in excess of \$40 billion, who manufacture home entertainment equipment, home appliances, business to business technology and already a household giant global brand, advised Rialto of their business strategy to achieve overall market leader status.

With specific emphasis and investment in its new product development and marketing departments, our client retained Rialto to find them a new Head of Marketing for its mobile phone division, to drive long term sustainable growth and profitability in the mobile devices business category.

Rialto was selected to undertake this high profile and critical appointment based on an already strong working relationship with senior stakeholders, but essentially because of our ability to identify and deliver outstanding candidates.

Our differentiation is associated with our ability to attract leading industry players and provide high level consulting based on market experience and the latest market insights.

The Rialto Executive Search partnership programme offers clients added value compared to other traditional search firms.

Our approach is designed to ensure that each candidate placed into an organisation delivers immediate and measurable impact.

Rialto agrees specific KPI's with the client for the candidates first 6 months.

We also provide suitable assimilation programme for the first 100 days to support executives establishing themselves into their new role. These features included within our standard search fees.

## THE SOLUTION

The consumer market in which our client operates is highly demanding, fast moving and sophisticated.

As such it was critical that Rialto found individuals who understood how to grow market share by creating high levels of differentiation amongst the users.

The market strategies required needed to creatively use customer insights, market data and market intelligence not only to entice new consumers but to strongly influence the buying decisions of major operators and retailers across the UK and Ireland.

## THE RESULTS

We recruited a strong and innovative business leader who has a strong depth of understanding of customer segmentation, target audiences and selling propositions alongside understanding the intricacies of the operator, retailer and consumer triangle.

It was crucial that the candidate could embrace what is a highly dynamic and strongly multicultural environment; he proves to have been an excellent fit and brings further drive and energy to the leadership team.

He has delivered both the tactical and operational ability to influence and develop the strength of the New Product Development (NPD) process and general client portfolio .

An increase of mobile devices and brand awareness has been achieved through the delivery of new marketing strategies.

Our newly appointed Head of Marketing has exceeded current objectives, targets and over overall expectations .

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

Telephone: +44 (0) 203 043 8640

Email: [jsmart@rialtoconsultancy.com](mailto:jsmart@rialtoconsultancy.com) • [www.rialtoconsultancy.com](http://www.rialtoconsultancy.com)



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