




# Case Study



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Phil Salmon, Regional CFO UK  
at DYWIDAG

# Key achievements

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- Working with FD Recruit, **DYWIDAG** appointed a **Head of Finance** to support the Regional CFO, following his recent promotion.
- The recruiter ensured that the communication was **prompt and timely**, and DYWIDAG were presented with a **great selection of candidates** as a result.
- DYWIDAG are **extremely impressed** with their chosen candidate. One of the key requirements for the role was to form a strong partnership with the Managing Director, and she did that within a number of days.
- On the back of this appointment, FD Recruit's sister company, Accountancy Recruit also went on to successfully place an **Interim Finance Consultant** for DYWIDAG.

# The Challenge



# Providing extra resources

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Multinational bridge construction/repair company, DYWIDAG, needed both a Head of Finance and Interim Finance Consultant after some internal restructuring. After their regional Finance Director got promoted to regional CFO, they needed a new Head of Finance to take over some of his previous responsibilities.

The company, which also has a retail business selling geotechnical products, was restructuring internally within the finance function and a vacancy of Vice President of Finance for Lifestyle Management arose.

Phil Salmon, Regional CFO UK at DYWIDAG said: “The global CFO, reached out to me and asked me if I’d like to take responsibility for the UK from a regional CFO perspective. The condition of which I took the role is that I can't do two jobs, so I asked if I could have an extra head, and that’s how the Head of Finance vacancy came about.

“We needed somebody who was going to run the UK from a day-to-day management perspective and just pick up the strain from that side of it. In addition to the usual skills, we needed someone who was great at building relationships and was used to working in a fast-paced environment.”

The company hadn't done any recruitment within the finance team for a while.

"I'm lucky that over the last three or four years the team has been very settled. When we did need someone, we looked for a supplier based on our needs. At that time, I knew pretty much what I needed, and I knew that probably the best source would be a specialist recruiter."

Phil went with FD Recruit because he had had a long relationship with the FD Recruit's Managing Director's former business partner, who is somebody he trusts.

"Because of the way that the business was set up, he is very client centric," said Phil. "I knew that because they'd been business partners that he had a deep understanding of the role and could really develop the requirements with me.

"I knew if I went to a more generalist agency, that I would get higher volume of CVs, many of whom would be unsuitable. However, I knew all the candidates that I would be sent through from FD Recruit would be suitable. In addition, I know they are very strong in the area I operate in. Therefore, I felt comfortable with the recommendation to use FD Recruit."



# The Search

# The Recruitment Process

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DYWIDAG needed to find a skilled and experienced professional relatively quickly. They wanted to hold interviews in the 3rd week of January, so they reached out to FD Recruit, who made themselves available to start the assignment just before Christmas and they even worked on the shortlist when they were supposed to be on Christmas shutdown.

Following initial discussions to determine specific requirements, FD Recruit understood the task at hand and presented DYWIDAG with a great selection of candidates who all looked good on paper.

“We decided to interview 6 candidates at the first stage”, said Phil Salmon. “After meeting the candidates, we were absolutely blown away with the options available to us. We’ve used a lot of recruiters for different positions in the past but we’d never had such a high-quality set of candidates. We struggled to deselect candidates after the first interviews but we managed to agree on 3 to bring back for a final interview.

“After holding the final interviews, we were still really spoilt for choice and it was a struggle to decide on the winner. We could have offered the role to any of the 3 candidates, but we managed to decide on a favourite who we were delighted accepted our offer.”

Our recruiter said: “The client was quick at giving interview feedback which meant we could communicate effectively with the candidates and maintain their interest, which is an essential part to a successful process.”

# The Candidate

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The new Head of Finance made a very strong effort to ensure that she built strong relationships with fellow colleagues. She also did well in terms of forming strong relationships with her pay group and key stakeholder, which was really important to DYWIDAG.

“The role was a step up for her, but she is so determined and never gives up,” said Phil. “We work in a very fast paced environment, and we're Private Equity-backed, which can be extremely demanding.

“She is an extremely hardworking person and puts in a huge amount of effort. One of the key requirements was to form a strong partnership with the Managing Director, and she did that within a number of days. I was getting feedback from the Managing Director saying, ‘she's really good’.”

# Why FD Recruit?

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DYWIDAG found that FD Recruit communicated extremely well throughout the process. The interaction was short and to the point, which is exactly the kind of service they were looking for.

Phil commented: “They seemed to strike the right balance between being prompt but not hassle, which is what you need when you operate at FD/CFO level. The recruiter would just tell me where he was up to or what he needed from me.

“The process wasn't over the top, but it was very timely, and the recruiter updated me with what was going on at every stage of the process, which I thought was really good.

“FD Recruit clearly have a strong network of candidates, as this was demonstrated by the high-quality shortlist we received. I would absolutely recommend FD Recruit without question.”

On the back of this appointment, FD Recruit's sister company, Accountancy Recruit also went on to successfully place an Interim Finance Consultant for DYWIDAG.



# **We'll help you find the perfect candidate**

If you are looking for an exceptional Finance Director, or another Senior Executive, please talk to us about your requirements.

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