

Wood Industry New Market Strategy

New CEO to develop Market Strategy

A mechanical wood industry company needed a new CEO in a situation where the company was in the middle of heavy investment process, building a new strategy, doubling its production volumes and had quite new foreign owners. Company doesn't have the best reputation among the people in the business especially because of its owners and previous CEOs. During the time of current ownership there had been already three different CEOs within couple of years. The owners wanted a person who could make a cultural shift in a company, enhance commitment and create a positive image of the company to the stakeholders.

Taplow Solution

Assignment was known very difficult from the beginning because the expectations from the owner's side were very detailed and also because of the reputation of the company wasn't good. It was clear that there are only few people filling the criteria and even less are willing to discuss about this position. Instead of long list of candidates the Taplow consultant – who knows this particular business very well – handpicked dozen candidates. Also, the Taplow consultant suggested the client three different kind of approaches to the search. One was the original assignment but the other two allowed to expand the criteria and search.

Outcome

When the new CEO started in his position the company was strongly suggested by Taplow consultant to hire a consultant as a Senior Advisor to support the CEO and work as a coordinator between the owners, board of directors and CEO. The company followed that advice, and all the parties are satisfied with the solution. In the hands of the new CEO there has already been a cultural shift in a company, and he has taken his place very well, as a face of the company both to the employees and stakeholders.

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