

Case study: Product Planner Parts & Accessories (Automotive)

A global leader in the automotive industry approached us to find a “Product Planner Parts and Accessories”. Analytical marketing skills were required but the most decisive recruitment factor was a strong knowledge of the automotive market.

The purpose of this position is coordinating the development of new accessories/conversions, in line with vehicle launches in the European market. Coordination of the line-up of accessories is done between local sales entities which can operate independently from the mother company. Because of the very small margin on car sales nowadays, this position is crucial in keeping sales profitable enough to maintain the organisation’s leader position.

Reviewing the market we discovered soon enough that it was not so hard to find local specialists but most of the times they didn’t have any coordination experience on the large European scale we were aiming for.

By screening the market completely we eventually gathered a shortlist of candidates who possessed great coordination and marketing skills gained in a career in the automotive sector. This shortlist presented to the client was nevertheless diverse. Because corporate cultural differences are huge between automotive brands it was important to see who could fit best.

Cross eventually was able to fill in the vacancy in way both the client and candidate were enthusiastic.