

From Area Sales Manager International to Director Powersports

In 2004, we were commissioned by our client to seek an International Area Sales Manager. The very successful Swiss company manufactures accessories, among others in the field of motorcycles. The brand is known and enjoys an excellent image, not only in Switzerland. The aim was to find a candidate who had excellent international sales experience, a good relationship with motorcycle racing and leadership qualities. Since the company had high ambitions in the field of motorcycles, the new ASM should have further potential in order to successfully implement the targeted growth.

As these conditions did not increase the likelihood of finding a suitable person in Switzerland, we focused on direct contacts in the German market. Although the situation in Germany was tense in this area, we were able to find some interesting candidates. Finally, there were two candidates to choose from. The decision was made due to the greater potential that seemed to be more present in one candidate. This was true, he not only brought his area crucially to success but was also constantly promoted, today he is Director Powersports. He has never regretted the move to Switzerland, he feels very comfortable and since he still works for the same employer today, he has never regretted this decision.

Such stories clearly show that it's not just about finding a suitable person, but also about cultural fit. For those who feel good at work and who are successful, also have a good starting position to live a happy life.