

SAS SOFTWARE



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Ian Dunn, HR Director, UK & Ireland, SAS Software



GROWTH IN IRELAND

SAS Software, the market leader in business intelligence software and services, turned to Harvey Nash last year to help it recruit a new country manager for its Irish operation, based in Dublin. The Irish business had been successful since it was established in 1996, but SAS wanted to accelerate its growth in the dynamic Irish economy.

"We needed someone who could speed up the growth of the business, which is both a sales and professional services operation covering the entire business intelligence spectrum," says Ian Dunn, HR Director for the UK & Ireland. "We were looking for someone who was well-networked in the Irish business community and who could lead the team as well as being a strong sales person. Ideally, they also needed to be experienced in enterprise business applications."

Dunn turned to Harvey Nash for a number of reasons. "I knew them from having been a candidate, and was very impressed with the way they dealt with me," he says. He also trusted them to be discreet in the small and close-knit Irish market.

Dunn briefed Harvey Nash in early 2006 and within three months had appointed Michael Kearney, Head of EMEA Sales and Director of Investor Relations at Micro Focus International. Kearney joined SAS at the beginning of August.

Kearney fitted the brief perfectly: he is Irish, lived in Dublin, was a former country manager for SAP Ireland and had also been Head of Sales for systems integration company BearingPoint.

"We knew exactly who the target audience was, so there was no need to advertise," says Harvey Nash consultant Justin Hobday. After a search in mainland Europe, the UK and Ireland, he and his team fielded a shortlist of six candidates. They and Dunn reduced the shortlist to two people, who presented to the board in England.

"We were very pleased with the job that Harvey Nash did for us and would definitely use them again, particularly for senior appointments," says Dunn. "The performance of our Irish business is much more promising since Michael took over: the pipeline is looking good and we have high hopes for 2007."



- SAS Software needed a new country manager to increase the rate of growth in its Irish operation
- It turned to Harvey Nash to conduct a discreet search in the close-knit Irish business community
- It appointed Michael Kearney, an Irishman living in Dublin with considerable experience in selling and leading teams in top-flight software companies