

# SYMBIAN



With Harvey Nash it was more of a trusted partner relationship than a straightforward recruitment exercise

Greg Allen, Head of Global Recruitment, Symbian



## COOL OPERATOR

Symbian is a software licensing company that develops and licenses the world's leading operating system for smartphones – advanced, data-enabled mobile phones. Headquartered in London, Symbian also has offices in the US and Asia, and by June 2007 the company had shipped 145 million smartphones.

When the Vice-President of Operating Systems (OS) Product Marketing was promoted to the job of Executive Vice-President (EVP) of Marketing, with a seat on the board, Symbian contacted Harvey Nash to help it identify a successor. The role was critical, as the incumbent would be responsible for driving all future developments of the Symbian operating system.

The most important requirements for this international role were strong product marketing and leadership skills, and a good man management background. The new recruit would also need credibility and the ability to hold their own and add value in a company staffed by very bright and driven people.

"Symbian appointed Harvey Nash just before Christmas 2006, and we had drawn up a shortlist by the middle of February. After an extensive Europe-wide search, we placed a great person by the end of March," says Hugo Thomas, senior consultant in the technology practice at Harvey Nash Executive Search.

The successful candidate was a Spanish national who was living in the UK. He had been working for the mobile terminal division of NEC as Head of Strategy and Business Development, and before that was a member of the senior management team at management consultancy Diamond Cluster. He holds an MBA from French business school Insead.

"Hugo was excellent," says Greg Allen, Head of Global Recruitment at Symbian. "He rapidly got to know us, understand what we needed and won the confidence of the EVP of Marketing. The pool of great managers in this area is tight, but he fielded a strong range of candidates so we could make an informed choice. It was more of a trusted partner relationship than a straightforward recruitment exercise."

The new VP of OS Product Marketing is already playing a strategic role in Symbian. "We are very happy with him, but I believe his greatest impact will come longer term," says Allen. "He will be spending a growing amount of time with our key customers – the likes of Nokia, Siemens, Sony Ericsson and so on – about the future development of mobile phones."



- Mobile phone operating system company Symbian was growing rapidly, and needed to fill the crucial role of VP of Operating Systems Product Marketing due to a promotion
- It hired Harvey Nash to conduct a Europe-wide search for someone with relevant experience, along with strong leadership skills and the ability to hold their own in a company full of very bright, driven people
- Within three months the new VP of OS Product Marketing had been appointed, and is now working with key customers on strategic developments in the mobile market