

SERVICEPOWER

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Mark Duffin, Chief Executive, ServicePower

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CROSSING THE CULTURAL DIVIDE

Mark Duffin is testimony to the benefits to a search firm of treating candidates with respect. Harvey Nash dealt with him considerately when they were trying to place him in both a previous role and in his current position as Chief Executive of ServicePower, the outsourced service and field management business. Consequently, he is using the firm now to recruit for three very senior roles in the company.

“Working with a search firm is all about relationships and chemistry,” says Duffin. “If you get on well with them as a candidate, that gives you confidence to use them as a client.”

He continues: “Harvey Nash are exceptional in the way they work. They stay in close contact, coach you for interviews, feed back comments, help you overcome any negatives arising at interview, and so on. They are with you every step of the way.”

A priority once Duffin joined ServicePower, which he was brought in to turn around, was to recruit a Finance Director – something it had never had, despite seven years as a public company. He decided to locate the role in the US, explaining: “We have four offices in the US, which is responsible for 75% of our turnover, so I felt we needed strong financial and operational expertise out there.”

So the search was passed to Alistair Robinson, Managing Director of Harvey Nash US, who is based in New York. The search was far from straightforward, admits Duffin.

“Not only are we a UK company with the majority of our turnover in the US, but our key products are on the East Coast, while most of our resource is on the West Coast. So as well as having to contend with cultural differences between the UK and the US, we had to deal with similar cultural differences between the East and West Coasts of America. Trying to find someone with international and UK plc experience, financial and operational expertise, and the right cultural fit and sense of humour to be able to work with the Brits was one heck of a challenge.”

Harvey Nash met the challenge, and is now recruiting for two further roles – an Operations Director in the UK and a Vice-President of Sales in the US.



- Mark Duffin's positive experience of Harvey Nash as a candidate encouraged him to turn to them for help with recruiting a key appointment when in his new job
- The assignment, to find a Chief Financial Officer, spanned the UK and the East and West Coasts of the US and was culturally as well as operationally challenging
- Harvey Nash met the challenge, and Duffin is using the firm to recruit for two further roles in the US and the UK