



APPLY  
EXECUTIVE

THE SEARCH FOR YOUR NEXT  
TECHNOLOGY LEADER STARTS AND ENDS  
WITH APPLY EXECUTIVE

## THE BEST SENIOR TALENT FOR YOUR TECHNOLOGY VACANCY. FIRST TIME. EVERY TIME.

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When it comes to a senior leadership appointment it's important to get it right, first time, every time.

A senior technologist who understands the language of achievement, ambition and ability. An appointee who embraces accountability, who leads and who inspires success.

**Imagine finding that person.**

**While there is certainly no shortage of recruitment challenges, one thing is certain. We meet them all quickly and expertly.**

With over twenty years' experience solving a diverse range of senior leadership recruitment problems for dozens of delighted clients, we know exactly what it takes to match your senior technology vacancies with the right candidate.

**First time. Every time.**

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// We essentially went out looking for a unicorn...  
and that's what we got. //

Hammond Reddie, CTO The Miles Consultancy

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## QUICK, PAINLESS PROBLEM SOLVING

As highly experienced senior consultants, we're adept at quickly and clearly reading the cultural, commercial, political and technological nuances of your business.

And we do it with:

A dedicated, retained service, personally run by one of our senior consultants

- A team of specialists assembled specifically for your candidate search
- A deeper understanding of your requirements, your goals, and your market
- Expert value-added insights through pre-screened video interviews and psychometric testing
- And our undivided attention in leaving no stone unturned and no relevant contact missed in pursuit of finding you the right person



// Their ability to really understand what you need from a future employee sees well beyond the role profile and produces excellent results both in terms of finding very experienced candidates and those who have great potential to grow in to a role. //

Nicki Clegg, CTO Irwin Mitchell

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## OPENING YOUR JOB SPECIFICATION TO A WIDER MARKET

Our promise of personal commitment and undivided attention starts with your candidate profile and recruitment pitch.

We can open up your specification in a way that respects your commitment to Diversity and Inclusion (D&I), and shapes your vacancy to make it attractive to your perfect candidate.

The right match for your senior team cannot hinge on salary alone. So we look at the broader benefits a role offers while attracting leaders from a wider background.



## CASE STUDY

### Recruiting to a politically-charged role

#### Challenge:

To recruit an IT leader into a prominent public sector role, finding the ideal candidate who could thrive in a politicised role and adapt to public sector priorities including tight budgets, council leadership and strong union elements.

Previous hires lacked leadership, management skills, and productivity - and had always been recruited from the public sector in a misguided belief that private sector experience couldn't adapt to the political and unionised aspects of the role.

The senior position required greater skills and experience than the salary catered for and required a big focus on diversity and inclusion with an open job specification.

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#### Solution:

Meeting the challenge of lower-than-average remuneration, we built an attractive package around the positive benefits of public sector work in the Manchester area - targeting those who had strong ties to the city and may want to give back.

Along with focusing on D&I in our job spec, we looked behind the client's typical talent pool by finding those with corporate backgrounds in the logistics, engineering and manufacturing industries, where due to tight margins, serious results had to be achieved from limited spend.

We identified that roles in these backgrounds prepared the candidates for stronger union influences and a less corporate-led culture, serving as the ideal stepping stone towards working in the public sector.

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#### Result:

A shortlist of skilled, experienced candidates with diverse corporate backgrounds eager to work in the public sector, and the successful hire of a female C-suite leader.

## YOUR PERSONAL TEAM OF SPECIALISTS TO UNDERSTAND YOUR EXACT NEEDS

The key to building an ideal candidate profile is clear, open communication.

As your primary point of contact, you'll meet with a personal senior consultant to discuss your goals, assess your needs, interrogate your brief and manage your requirements.

Supporting them is a carefully assembled team of specialists, each with their own strengths and carefully-curated networks to broaden your search parameters.

All to give us a greater understanding of the hire you need.



### CASE STUDY

## Finding the precise technical skills needed

### Challenge:

To find a leading IT expert with the requisite technical engineering and leadership skills in an industry where a six-month search had proved unsuccessful.

After the clients usual routes to market and support networks failed, we were approached via a recommendation to recruit for a senior role with very specific requirements: a leader with technical engineering experience on military-based projects.

The desired candidate also needed to have strong growth potential, a desire to move to America in the future and security clearance to SC level.

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### Solution:

As the biggest challenge was getting buy-in from large highly skilled engineering teams on sensitive projects, we immediately focused on understanding precise technical requirements for a crystal-clear brief.

We spoke to key stakeholders, identified core challenges and mapped out the future of the role, building a picture of the skills, the culture and behavioural traits needed.

With our extensive senior IT network and experience in this space, we moved quickly to draw up a list of organisations with equivalent complex technical engineering teams and similar cultures and immediately make contact.

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### Result:

A rapidly assembled shortlist of three matching candidates straight from our network, with two taken to final interviews and one successfully hired. Meeting future planning, the individual then advanced from Technical Director in the UK through to Engineering Director in the USA.



## RECRUITING FOR YOUR FUTURE

As our previous case study shows, senior technology recruitment is not just about an immediate hire. You have needs that must be filled both now and down the line. You must plan for the future of your business.

Our dedication and commitment extends to support for your succession planning to ensure your business is always successful.



// *We've got quality candidates and I can quite happily say they're a team of individuals all with different skills and that's testament really to the dedication of the Apply team to really understand what skills we have and what we need.* //

Karen Johnson, CIO Extentia



## Identifying the ambitious, commercially-minded candidates

### Challenge:

The immediate role was for a Head of Business Systems managing a 90-plus people IT piece with director-level leadership for a Head of budget. However, the longer term goal was for a suitable individual who could eventually replace the incumbent CIO.

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### Solution:

The primary draw of this role had to move beyond remuneration, so we built an attractive package that focused on the career opportunities: the chance to learn from an experienced incumbent leader, build a significant network, and boost knowledge of a regulated industry for success in a future top level role.

We used our strong, extensive network to target existing Head of IT / IT Directors / CIOs in smaller organisations with limited room or budget for growth, and our reputation to sell the opportunity of greater responsibility and success over initial salary.

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### Result:

A successful hire from a three-person shortlist, and later promotion into the top level role.

## EXPERT VALUE-ADDED INSIGHTS FOR FASTER, SURER HIRES

Your time is precious. We won't waste it.

We respect your busy schedule. So in order to show you the best diverse talent quickly and efficiently we deliver to you:

- A candidate powerpack containing a tailored pre-recorded first video interview.
- Psychometric testing to reveal behavioural biases via Insights analysis, which is reviewed by an accredited leadership and insights coach.
- Detailed notes on each shortlisted candidate, all eligibility checks and salary/benefit negotiations.
- Plus, our full commitment before, during and after candidate start date.

We won't always present the obvious candidates to you, but you'll always see the best.



## CONCLUDE

Make the best recruitment decisions, faster.

You'll find larger consultancies out there.

But you won't find better.

You won't meet a more attentive consultancy. You won't get more innovation or agility from your recruitment process.

You won't work with a senior consultant more personally invested or a team more capable of finding you exactly the right person for your senior technology vacancy.

The search for your next technology leader starts and ends with Apply Executive.

**Let's begin.**

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[www.applyrecruitment.co.uk/executive](http://www.applyrecruitment.co.uk/executive)

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