

# Case Study

Sector: Energy



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- Georg Dietrich - CEO

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# What was the Challenge?

Efficient Energy, a Munich-based innovator in refrigerant technology, sought to recruit a dynamic and experienced Chief Sales Officer to drive their ambitious growth objectives. The company's cutting-edge use of pure water as an alternative to traditional refrigerants, achieving up to 80% energy savings, positioned it as a market leader in sustainable refrigeration technology. Efficient Energy's pioneering "blue technology" set it ahead of industry trends, particularly in response to climate change concerns.

With a global market opportunity of €100 billion, Efficient Energy aimed to achieve €100 million in turnover within the next five years. To meet this target, the company planned to boost sales through partnerships with OEMs and indirect sales channels. Consequently, they were looking for a candidate with a proven track record in corporate and partner development, investment identification, and expanding engagement. The ideal candidate would embrace the company's visionary approach and contribute to its rapid scale-up.





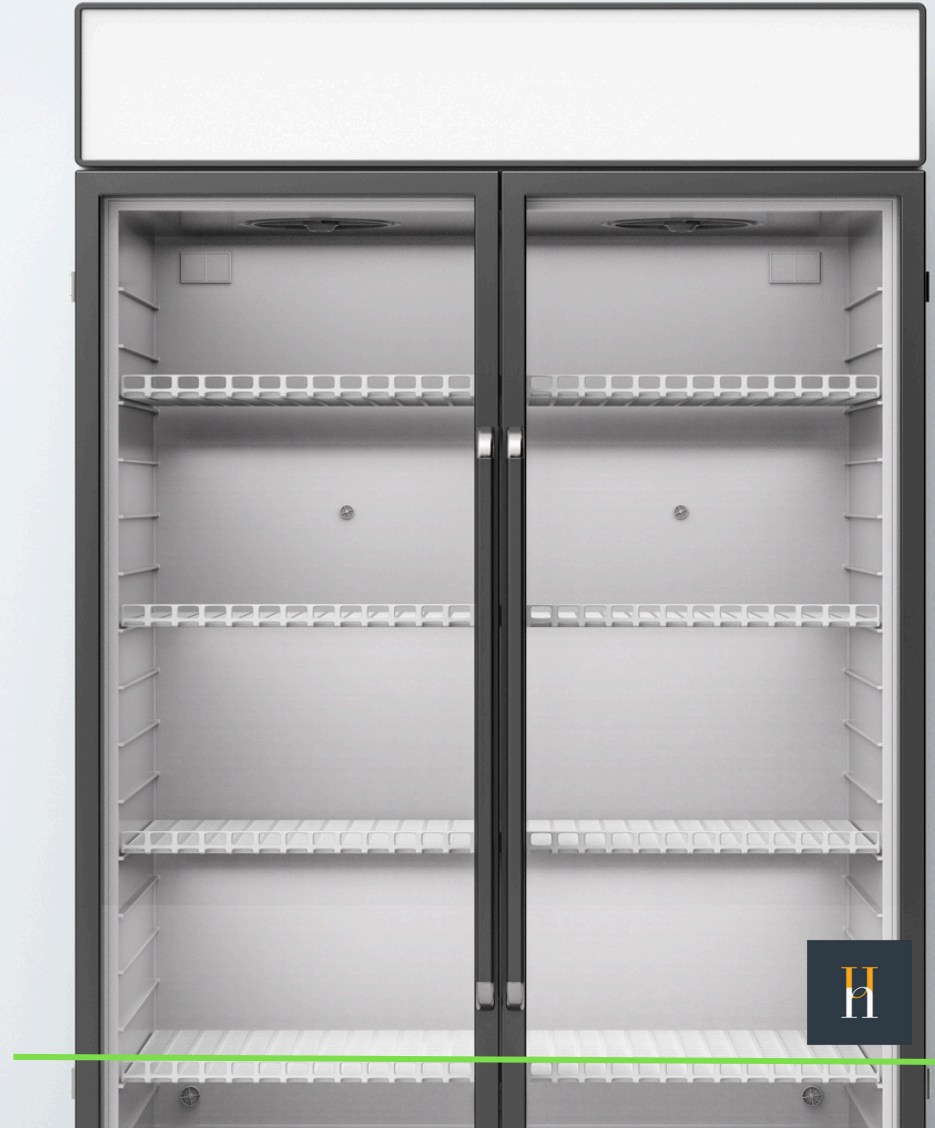
# What did we do?

Holmes Noble worked closely with Efficient Energy to develop an effective attraction strategy and ensure the brief was precise. After the original recruitment process fell through when the initial candidate withdrew, Holmes Noble assembled a new team to restart the search and achieve a successful hire swiftly. Led by Katie Ann Poxon, a global recruitment expert with extensive experience in the German market, the team collaborated closely with Efficient Energy's CEO and HR leader. This partnership aimed to carefully manage the client relationship and rebuild trust after the previous setback.

Within a month of receiving the revised brief, Holmes Noble identified 10 candidates for interviews, presenting 8 to Efficient Energy. The client invited three of these candidates for face-to-face interviews. The Holmes Noble research team efficiently pinpointed a candidate who not only fit the brief but also had experience in a fast-paced environment, aligning with the company's progressive goals.

# What were the results?

The recruitment process, from the initial briefing to the job offer acceptance, was completed in just three months. The selected candidate met with the Efficient Energy board in February, accepted the offer shortly thereafter, and began their new role as Chief Sales Officer in early May. With extensive experience in a similar industry, a strong track record of generating significant revenue, and the ability to thrive in a fast-paced environment, the new hire was an ideal match for the company's culture and character.



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“I am delighted with the outcome. I think there was a lot of attention to detail. Katie Poxon and the Holmes Noble Research team stepped up to the challenge with passion, energy, and tenacity. There was strong communication throughout the process with the stakeholders. I would highly recommend Holmes Noble for future C-Suite hiring in Germany and beyond. We received excellent feedback from all candidates involved in the process, thanks to their dedicated approach.”

**- Georg Dietrich - CEO**

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