



GE VERNOVA

Case Study

Sector: Defence



Client Background and Challenges

GE Vernova, a global leader in industrial engineering and manufacturing, faced a critical shortage of specialised engineering talent, particularly in the niche area of power conversion. The demand for these skills was heightened by the need to support key projects, including those for the Ministry of Defence (MoD). GE Vernova's competitors in the Defence and Marine industries were also pursuing the same talent, exacerbating the challenge.

Several key challenges compounded the complexity of the recruitment exercise:

- **Niche Expertise Requirements:** GE Vernova required candidates with advanced expertise in power conversion and design engineering—fields where skilled professionals are scarce and highly valued.





- **Intense Market Competition:** The competition for these specialised skills was fierce, as other leading industrial and defence organisations were also on the lookout for similar talent.
- **Geographical Constraints:** The primary location for these roles was Rugby, UK, with a need for significant presence onsite which limited the attractiveness of the positions.
- **Remuneration Constraints:** GE Vernova had established salary structures that needed to be maintained, which limited the flexibility to increase compensation as a means of attracting talent.
- **Security and Residency Requirements:** The necessity for UK residency and security clearances narrowed the available talent pool significantly.

Holmes Noble's Approach

To overcome these challenges, Holmes Noble implemented a comprehensive and multi-faceted recruitment programme, addressing both the technical and strategic elements of talent acquisition.

Expanding the Talent Pool

- Broadened the search to various sectors beyond marine and naval, including automotive, industrial manufacturing, nuclear, and consulting sectors as well as others.
- Utilised diverse tools and methodologies, targeting industry events, social media, and professional networks to identify potential candidates.





Engaging and Attracting Candidates

- Conducted direct headhunting and personalised outreach to engage passive candidates.
- Created detailed and appealing candidate briefs with GE Vernova's marketing team, highlighting the client's brand and career opportunities.

Optimising Hiring Processes

- Provided coaching for GE Vernova's hiring managers on market dynamics and effective engagement strategies.
- Advised on interview and selection processes to enhance candidate experience and align with market expectations.

Delivering Strategic Insights

- Offered comprehensive reports and market insights, enabling GE Vernova to make informed strategic adjustments with internal stakeholders to attract top talent.

Outcomes and Achievements

- **Building a High-Quality Talent Pipeline:** Holmes Noble successfully identified and engaged a diverse pool of highly skilled candidates. The team conducted 45 interviews and facilitated 12 job offers within a challenging market environment.
- **Strategic Insights and Organisational Impact:** The market insights provided by Holmes Noble were instrumental in helping GE Vernova understand the competitive landscape. This data empowered GE Vernova to make strategic decisions, such as revising job levels and considering more flexible working arrangements, to better attract and retain talent.
- **Strengthening Client Partnership and Future Engagements:** The success of this programme has laid the foundation for a robust, ongoing partnership. Holmes Noble is now engaged in additional talent acquisition initiatives across GE Vernova's broader organisational structure.





Key Metrics and Results

- Over **1000** initial discussions carried out
- **60%** of candidates endorsed by Holmes Noble were subsequently offered
- **12** job offers facilitated
- **97%** positive candidate feedback on GE Vernova's employer brand
- **GE Vernova** adapted its policies to offer more flexible working arrangements based on the high-volume, high-quality market feedback gathered by Holmes Noble

Conclusion

Holmes Noble's partnership with GE Vernova showcases our team's ability to handle complex recruitment challenges in specialised industrial sectors. Through a strategic, data-driven approach, Holmes Noble provided GE Vernova with critical talent and market insights, enabling them to make informed decisions and adjustments. This case study highlights the importance of a tailored recruitment strategy, comprehensive market understanding, and a collaborative approach, making Holmes Noble a valuable partner for large-scale talent acquisition programmes.



“The programme we embarked on was anything but simple, presenting a challenging set of skills and eligibility criteria that had to be met. Given our ongoing projects and commitments to our clients, finding the right individuals with the correct background and experience was (and continues to be) of paramount importance. The Holmes Noble team, led by Katie Ann Poxon, worked incredibly hard and demonstrated their commitment as a true partner throughout the talent programme.

While we were unable to fill every role due to various factors, I am very pleased with the progress made. The work completed has significantly improved our hiring position, and the team would not be where we are today had we continued with "business as usual." Partnering with Holmes Noble was the best decision we made to support our "UK Eyes – Only" programme.

Thank you, Katie and the entire team, for your unwavering support, dedication, and ongoing assistance even after the programme's completion.”

Kal Kukadia - Talent Programme Lead – Maritime / Navy

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