



Harvey Nash has added real value to our business through a consultative approach that has allowed us to organise ourselves around the talent in the marketplace

Joanna Ansell, HR Director



BRIEFS ENCOUNTER

Two years ago online lingerie and swimwear retailer figleaves.com won venture capital backing to help it develop to the next level, as part of its plan to go public or sell out to a trade buyer within the next five years. The founders and venture capitalist agreed that the company needed an injection of new management expertise to facilitate this.

(The then COO, Robin Terrell) decided what other critical roles needed to be filled and hired Harvey Nash to find a Supply Chain Director, a Finance Director, a Human Resources Director and a Marketing Director.

The Founder, who was also Non-Executive Chairman, already knew Harvey Nash Director of Retail Natalie O'Neill and MD Nigel Parslow and decided to "take a punt on the firm", as Terrell puts it. "We tested Harvey Nash with the Supply Chain Director role, and they did an awesome job, which gave us confidence to use them for the other three key director roles too," he recalled.

Joanna Ansell, HR Director amplified, "from the first meeting they demonstrated a clear understanding of what we needed, the requirements for the job, the kind of person who would fill the role and the sorts of companies and roles within those companies where we might find such people. It was very impressive. We had a feel for what we needed, but they translated that into hard terms, as well as pointing out the development potential in particular candidates that was not obvious to us from their résumés."

What's more, she continues: "Harvey Nash 'got' our culture very quickly, which is particularly important in a small fast-growing company where people need to be effective very quickly."

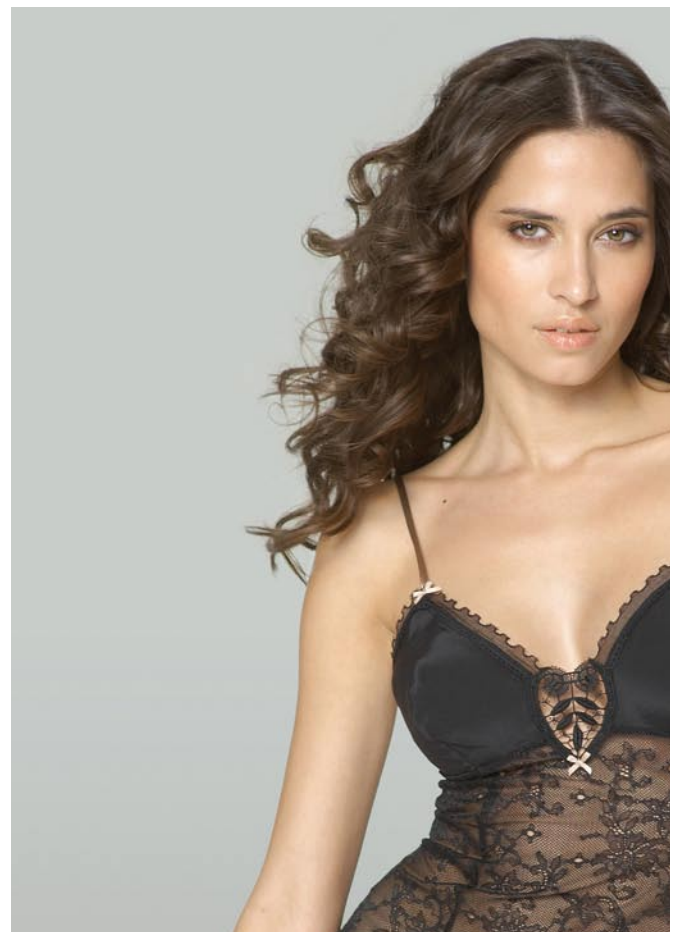
Since the relationship with figleaves began, the company has grown exponentially with Julia Reynolds taking over the mantle as CEO. The business has gone from strength to strength. Harvey Nash's involvement has seen success build on success and more roles have followed.

However, Harvey Nash has also worked with the business when things have been particularly challenging. The Marketing Director moved on about six months after he was hired. Harvey Nash did another search (at a greatly reduced fee), but because the business was moving so fast, the brief was rather different second-time round.

Initially, the role involved a large degree of data mining. But six months later the priority had become to develop and promote

the brand to customers and other external stakeholders. Figleaves appointed an experienced marketer with a background in companies including Sainsbury's, Tesco, Boots and Abbey National.

"Harvey Nash has added real value to our business through a consultative approach that has allowed us to organise ourselves around the talent in the marketplace," says Ansell "If I needed to hire anyone else to our leadership team they would be my first port of call."



- Figleaves.com needed to recruit new management talent to help it move along the path to flotation or sale
- Harvey Nash helped it recruit four critical directors: the FD, the HR Director, the Supply Chain Director and the Marketing Director
- With venture capital backing, the new team is helping to grow the business and raise its profile among both the general public and the City