

## Head of Strategy and Business Development, China | Global Food Packaging Company

### *Background*

Our client was a publicly listed global food packaging specialist, headquartered in Europe. The company generated €3.1 billion in annual sales with more than 75 manufacturing units and 24 sales offices in 35 countries. Their products included paper and plastic disposable tableware, such as cups, plates and containers for quick service restaurants, coffee shops, retail stores, caterers and vending operators. The company provided coated paper cups for fast food chains, as well as flexible packaging and labels for food, drink, pet food, pharmaceuticals, household and hygiene brands.

### *The Need*

With four offices in China, our client viewed the Chinese market as a key strategic priority and was aiming to substantially grow its business in the region within the next five years. They needed to recruit a talented Head of Strategy and Business Development for Greater China, charged with developing the growth strategy for China, including product development, commercial and manufacturing plans. Additionally, the role was responsible for driving value-creating initiatives specific for the China market and the expansion of the business in this key region.

### *Our Search Process*

Commissioned from the global headquarters in Europe, the search was to identify a Head of Strategy and Business Development for Greater China to be part of the Global Strategy team, capable of leading the China strategy while also contributing to the global team. Our team targeted the leading global strategy consulting firms, as well as strategy leaders in the food and beverage industry. The candidates required detailed insight about the strategic needs of the company and how strategy was implemented, as well as how attuned the company was to the China market. Our team facilitated video interviews in the first round of screening with the hiring manager, followed by face-to-face interviews in Shanghai for the shortlist. This led to an offer being accepted by a highly qualified strategic leader with both strategy consulting and downstream packaging development experience gained from over five years in a leading quick-service restaurant business.

### *Our NGS Global Value-add*

- Access to all candidates due to no off-limits or conflicts of interest in agreed upon, comprehensive target list.
- Persistent use of on-the-ground research gave us direct access through WeChat to communicate directly with candidates in a Chinese medium.
- By presenting the client's global and regional strategy in an informed manner provided the candidates a high degree of confidence in the client.
- Supported the candidates through the COVID-19 crisis in China for communication with the client organization in Europe, and facilitated an enhanced communication and online onboarding process.