

Recruiting for a different market - FMCG



TATA GLOBAL BEVERAGES

Tata Global Beverages (Tetley) were looking for an Arabic speaking SBM who would be based in Dubai to drive their GCC (Middle East) business.

Tata had been let down by a candidate pulling out, and were looking for help finding an alternative.

WHAT DID WE DO TO FILL THE BRIEF?

- Our long and close relationship with the Tetley recruitment team meant we got an excellent briefing and great feedback on candidates submitted
- We searched our extensive candidate talent pool for the specific experience required
- We advertised the role on our website and job boards but in this instance, our best candidates came via LinkedIn advertising
- We vetted over 80 applicants from all over India, Pakistan, the UK and the Middle East to ensure that not only did they have the right skillset but they spoke Arabic and had the relevant visa for Dubai
- Unusually for Stopgap, we had to interview candidates over the phone rather than face to face as the most were Dubai based

CHALLENGES FACED

This candidate needed some very specific skills:

- FMCG big brand background across GCC countries
- Fluent Arabic and English and a visa for Dubai
- Gravitas and the ability to influence, manage and motivate multiple stakeholders across the region
- Happy to be based in Dubai with extended periods in London but also able to travel throughout the GCC

WHAT WAS THE RESULT?

- Over 80 applications
- We interviewed 10 candidates
- We put forward four final applicants who were interviewed in Dubai by the Tetley Sales Director.
- Two applicants were taken to second interview
- One was felt to be outstanding, and was hired



Stopgap were highly professional despite the distance between London and Dubai. Stopgap's speed and commitment to response was highly appreciated.

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