



**GIVING  
VITAMIN WELL  
A BOOST**



## VITAL SUPPLEMENT NEEDED

Reputation is everything in the recruitment world and when Vitamin Well – a rapid growth consumer health & wellness brand on a 40% YOY growth trajectory – were unable to source the talent they needed to fill a vital Field Sales role, they got in touch with us after a recommendation from a mutual contact.

Hungry challenger brands like this are our bread and butter at PIE. We've had plenty of success building teams across the grocery sector & were sure we could rise to this particular challenge.



## ESSENTIAL INGREDIENTS

After a detailed brief with their head of wholesale, it was apparent that these guys live, breathe and sleep their cultural identity. They ARE their brand!

The new hire would need to bring some sales skills (naturally) but work histories and experiences weren't at the top of their shopping list. Their people need to be the embodiment of their brand and values – ambitious, motivated, passionate about the fitness industry, with a keen personal interest in sport. And these would be the key defining factors in our approaches.



## FAST WORKING

We're at our best when tasked with looking for something a little out of the ordinary. And with big networks across the FMCG & Consumer space plus an extensive presence on LinkedIn, it wasn't long before we were speaking to people who fitted the bill to a tee.

But the proof of the pudding is in the eating - so it was over to our client. Our shortlist of four great profiles all went to first stage interview, with two candidates immediately progressing to the next stage. An offer quickly followed with a start date penned for the following month – a turnaround of four weeks from initial brief to acceptance.

No pies in the sky here. Just a great process.

**FANCY A CHAT?**

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