



## GLOBAL POWER UTILITY USES MARKET MAPPING TO ASSIST IN SECURING KEY EXECUTIVE HIRES IN JAPAN

Through professional connection to the EDF Group in Asia, Titan GreenTech were shortlisted to take on the retained search for the first local hire for the market entry of EDF Renouvelables into Japan.

### The Client

EDF Renouvelables had been aggressively expanding their renewable energy generation business, in particular offshore wind throughout the APAC region. They had already established strong presence in China, Taiwan, Vietnam, Australia, Indonesia & India, and Japan was seen to be a key growth market through establishing partnerships that could extend regionally.

Throughout the early stage of the process, the Titan GreenTech and EDF Renouvelables' global and APAC teams, worked together on the pros and cons of hiring a local Country Manager or leveraging a global resource and building out a strong local leadership team. The final decision was to hire a VP of Business Development to work closely with an expatriate Country Manager. The Titan GreenTech team then created an extensive market map, including >60 candidates inside our network and a wider industry map including >100 potential targets.

### The Challenge

The challenge for this search came in the form of establishing the local brand for EDF Renouvelables, as well as clearly articulating the vision and market approach to candidates.

Being a power utility, EDF Renouvelables approached the market with a long-term view, looking to develop quality, deep partnerships with top Japanese players. This meant that ideal target candidates for the role would be coming from a Japanese domestic environment, with deep connections, loyalty, long-term vision. Market perception of global players however with such talent is often that multinational players are short-sighted, and a potential flight risk.

### Our Approach

Without a local HR presence in Tokyo, EDF Renouvelables wanted to understand the market, therefore, the Titan GreenTech team used extensive market mapping to source and provided a total of 9 high quality candidates for this position, with 4 selected for interview.

After the second round of interviews, a clear candidate stood out. At this point the Titan GreenTech and EDF teams worked closely in develop in forming a close relationship with the candidate and developing a compelling offer.

### The Result

The strategy resulted in the candidate accepting the offer in only 2 days after conferring with family.

Since that engagement, the Titan GreenTech team have successfully filled the next two hires in the EDF Renouvelables team, namely the VP of Engineering, and the first Project Director.



At Titan GreenTech, we recruit with purpose. Every placement we make allows a talented professional to leverage their skills, expertise and experience to make a positive impact on our world.

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