

TRUSTED PARTNERSHIP SECURE BUSINESS CRITICAL POSITIONS FOR GLOBAL WIND POWER BUSINESS

Siemens Gamesa engaged Titan GreenTech initially for one challenging position key for their new offshore wind business. Once successfully filled, we further collaborated to find talent for a further 3 critical positions across management levels.

The Client

Siemens Gamesa's onshore wind business had grown rapidly in Japan from 2017. Strong demand for their turbines and service solutions in the market led to growth from <10 to >70 headcount across the business in a short time period. Offshore wind was a new market, and with a lean team, hiring the right talent was critical to start the business smoothly.

The Requirements

All hires were required to be bilingual, understand heavy industry from a manufacturer's perspective, and ideally be experienced in the energy markets. With a lean team, agile talent who could wear multiple hats was necessary, yet we also needed sufficient experience to lead, influence and negotiate with major and conservative Japanese clients and partners.

The Challenge

Due to the nascent nature of the Japanese offshore wind industry, demand for talent is extremely competitive.

Manufacturers, developers, consultancies and other players competed for the few professionals with market experience, which meant the Titan GreenTech and SGRE teams needed to work closely to ensure speed of delivery and the development of a clear messaging strategy that communicated a compelling value proposition with the candidates.

Our Approach

As the Titan GreenTech team were working directly with Siemens Gamesa's Managing Director, we could clearly understand the ideal candidate profiles, company culture, as well as what to avoid. This allowed for highly targeted searches, low candidate volume, lean interview processes and speedy closing. 16 CVs were introduced in total, with 9 being selected for interview, 4 offers produced with a 100% closing rate.

The Results

Key to achieving a 100% closing rate was Titan GreenTech's strong local presence.

2 of the professionals who joined came from large, traditional Japanese firms and prior to joining Siemens Gamesa had never changed companies - in person interaction between the Titan GreenTech and SGRE teams during the process was key to build a strong level of trust.

1 of the candidates flew under the radar, having zero online presence such as LinkedIn, and was sourced via Titan GreenTech's extensive referral network.