

## The 3DD Group – Head of Sales

### The challenge

Since launching in 1994, 3DD have successfully carved a niche as one of the leading TV distributors and producers of international music and live event programming, high profile documentaries and independent films. Their creativity, reliability and unparalleled distribution expertise have attracted some of the biggest names in entertainment to choose 3DD as the representative for their television productions around the world.

Each year, the Sales Executives from the TV industry meet at MipTV to sell their productions to the networks. 3DD found themselves with a vacancy for a Head of Sales and were under pressure to find the ideal candidate and get them on board so they could plan for and represent them at MipTV, Cannes.

They had 2 weeks to find the right person and were daunted by the prospect of finding someone within their tight timescales, with the correct technical skills, without compromising their requirement for a good cultural fit with the organisation.

A final challenge involved some sensitive internal issues around the hiring of this role, so 3DD needed a trustworthy partner who could facilitate the process off-site.

### The solution

Although they had never worked directly with Handle Sales & Marketing Division, 3DD had enjoyed a long and fruitful relationship with Handle Finance. Consequently they had no hesitation in agreeing to work together on this role on an exclusive basis.

Handle undertook a rapid headhunt, using their extensive contact database as a starting point and networking through the industry. Throughout the process Handle challenged the brief and questioned the expectations of their Client. Together 3DD and Handle determined that the requirements were a little different than first determined and they continually refined the brief. Handle worked flexibly and was able to accommodate the moving goalposts and continually altered the parameters of the search as required, at short notice.

### The results

A shortlist was delivered within one week. All short listed candidates were interviewed at Handle offices and the role was filled within the MipTV-driven timescales.

### **Client quote:**

“Handle remains my first choice for recruiting both sales/marketing and finance/admin personnel within recorded music (where I was formerly) and music television (where I am now). Handle’s no-nonsense approach to the client’s wish list combined with their professionalism with both client and candidate has always guaranteed a best fit for all the placements I’ve been responsible for – the most recent being Head Of Sales for 3DD Entertainment. Keep up the good work!”

**Jennifer Bentley - Finance Director/ HR, 3DD Entertainment**