

## HR Director – Expedia (Italy)

### The Challenge

Expedia, Inc. is one of the world's leading online travel companies. The Expedia, Inc. portfolio of brands includes Expedia.com, Hotels.com, Venere.com, Hotwire, Egencia (formerly Expedia Corporate Travel) and TripAdvisor. Expedia, Inc.'s companies operate more than 70 global points of sale in more than 55 countries. Expedia also powers bookings for some of the world's leading airlines and hotels, top consumer brands, high traffic websites, and thousands of active affiliates through the Expedia Affiliate Network.

Expedia contacted Handle to help resource a key senior level HR role with a newly acquired company, Venere.com that is based in Rome, Italy. Having recently gone through changes within the senior leadership team, it was essential to find the right person to help the business through this time of change and to provide strategic HR input on ground level.

In Italy, Milan is the main commercial hub for businesses and as a consequence the majority of suitable candidates were based in this region, therefore we needed a creative and effective sourcing strategy to recruit the right person for this role in Rome.

Expedia were looking for a candidate with a strong commercial acumen, extensive HR experience within a fast paced, change orientated environment but who also fitted the culture of the organisation which was also key. As Handle had previously placed a number of roles within the UK based HR team, Expedia were confident Handle would deliver on this brief and would get the culture fit spot-on.

### The solution

In addition to targeted advertising, headhunting and networking via social media, Handle were able to use their extensive network of contacts within the media and entertainment industry both in the UK and Italy to gain recommendations for the role. Despite competition from local Italian based agencies, Handle was able to source the successful candidate via a recommendation and was able to successfully recruit this role.

### The results

The candidate relocated from Milan to Rome for the position and has made a very successful start in the role.

Emma is an excellent recruitment consultant. Expedia has a very high bar for candidate quality and Emma seems to meet it regularly. Additionally, she only submits 2-3 candidates and often we hire 1 out of the 3. I appreciate her professionalism and commitment to quality.

**Katy Connor - Senior Recruiter, expedia.com**