

Red Bull – Office Team, Team Leader

The challenge

Austrian entrepreneur Dietrich Mateschitz developed the Red Bull Energy Drink brand and launched the first product in 1987.

Whilst sales in Austria doubled from year to year, sales volume growth got its biggest boost via international expansion. The next big focus is Asia, with the Japanese market launch. And this, thanks to strong marketing efforts, sets Red Bull distinctly apart from all its competitors. “Often copied, never equaled” sums up the competitive situation.

In a huge move Red Bull was relocating from its premises in W1 to a purpose-built building / conversion in Tooley Street, London Bridge. To mirror this logistical challenge, Red Bull required a **Team Leader** within their **Office Team** to become the face of the brand and the first point of contact for visitors and clients to its brand new and innovative UK HQ.

This was a business critical role, a position carrying huge responsibility, charged with not only managing members of staff, but also to be a brand ambassador, organise events, and play a huge part in the organisation of logistics and facilities within the new site.

Challenged by the pre-requisites and high standards required to perform this role, Red Bull needed to recruit an individual whose technical skills matched their people management and communication skills, ability to organise and take on events, and who had the passion and creativity to make the role their own.

The Solution

Although they had not worked directly with the Office Division prior to this, Handle had remained in contact with both HR and departmental line managers, and throughout this time had forged strong relationships.

Taking the time to meet with the Hiring Manager, Handle understood the culture of the company and brand, the requirements of the role, and from where the candidates would likely come from. It was also important to work very closely in partnership with the Hiring Manager in order to understand how best to manage the process and to make it as seamless as possible for them.

The results

A shortlist was received within 4 days and Candidates were interviewed at the Red Bull premises. Open and honest feedback was exchanged immediately after the interviews and this enabled Handle to refine this shortlist. Following first interviews, Candidates were fully briefed as to how things were to move forward and how best prepare for second interviews. Two strong Candidates were asked to prepare an inter-active presentation for 4 representatives of Red Bull in their new offices.

The role was then filled successfully with a Candidate who has made the role their own and who will continue to drive forward the success of their brand.

Client Quote:

"We started using Claire and Lisa from a word of mouth recommendation for this brand new, and unique role for our new UK Head Office. And we have been delighted with the service. Handle has been responsive, proactive and genuinely supportive to us as a business and has challenged and pushed me. They are also a pleasure to deal with and very good fun. And most importantly they have found us a seemingly perfect candidate for this crucial role."

Joanna Keeling - Head of People, Red Bull