

PEAK CASE STUDY: JOSEPH JOSEPH LTD

## Peak finds the right c-level talent in NYC to drive North American growth



### Overview

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**Situation:**

Over the last ten years, Joseph Joseph Ltd struggled to recruit and retain a North American President within the New York City area to head up their U.S. operations and deliver upon their North American growth strategy.

**Solution:**

Joseph Joseph leverages Peak’s New York network and proven recruiting approach to hire a c-level executive with the skills, experience, and DNA to carry out their growth plan.

**Results:**

Under the direction of their new North American President, Joseph Joseph exceeded plan, achieving double digit revenue growth.

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The perfect recruitment agency finds the exact person who fits the company culture and can obtain the objectives set out for the position. And that’s exactly what Peak did.

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**Roger Crudginton**  
Chairman  
Joseph Joseph Ltd

### Situation

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Joseph Joseph Ltd was founded in 2003 by twin brothers with the goal of creating functional, problem-solving household products. Known for their 99% customer satisfaction, Joseph Joseph continues to produce new, innovative products with the focus of transforming everyday household essentials. Their unique ability to match form and function has earned them global recognition for their multi-award-winning designs.

In 2016, Joseph Joseph was mandated with aggressive growth goals – seeking to grow their business by 60 percent over the next four years. In order to achieve this goal, it was crucial that the company acquire an emerging leader in the U.S. to increase American market share and implement a sales strategy to deliver maximum revenue potential.

Traditionally, Joseph Joseph utilized third party recruiting services to fill their senior management positions. Despite leveraging recruitment agencies with boots on the ground in the U.S., Joseph Joseph failed to hire and retain a President for North America. “This was our third search in ten years,” says Roger Crudgington, Chairman of Joseph Joseph. “We couldn’t risk getting it wrong this time.”

## Solution

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Joseph Joseph’s hiring team began researching and evaluating recruiting firms in the U.S., specifically those with successful experience recruiting executives in New York City. Upon assessment of their recruiting partner options, they made the executive decision to partner with Peak. “We decided to partner with Peak because of their methodology,” says Roger Crudgington. “Peak had a more proactive approach and the science behind their assessment process made us more confident we would get the right hire this time.”



ROGER CRUDGINGTON

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Recognizing the importance of getting the right hire, Peak approached the search project using their 4-step scientific recruiting methodology. Peak’s team started the search project by building a robust understanding of Joseph Joseph’s corporate objectives and culture. Using these insights, both teams worked collaboratively to build an ideal candidate profile, which detailed the necessary skills, experience, and DNA their ideal North American president would need to have in order to carry-out their growth plan. Peak then began headhunting gainfully employed top leadership talent in the New York City area that matched the defined ideal candidate profile. Finally, each candidate was put through Peak’s Certified Assessment System, leveraging a unique mix of advanced tools including track record verification, behavior-based interviewing, and psychometric profiling and benchmarking.

## Results

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After ten years of attempting to fill this role using multiple recruiting services, Joseph Joseph was finally able to make the right hire with Peak for the North American President position. “Hiring Marc has improved business substantially and both top and bottom line are good,” says Roger. “The perfect recruitment agency finds the exact person who fits the company culture and can obtain the objectives set out for the position. And that’s exactly what Peak did. We’ve met our North American growth goals and seen double digit growth – we couldn’t be more pleased.”

Beyond delivering the right candidate, working with Peak freed up Roger’s time to focus on other mission critical aspects of the business. “What I really appreciated about Peak’s process is that they took care of all of the sourcing and vetting upfront,” says Roger, “The fact that I only spent my time with a short-list of fully vetted candidates who were all fully capable of being successful in the role made a huge difference. It comforted me to know I could trust Peak to handle the recruiting efforts so I could dedicate my time to running the business.”

Due to the success with the initial placement, Joseph Joseph continues to consult Peak for U.S. recruitment projects and sales recruitment advisory services. “Peak is my go-to recruiting partner because they get you results,” says Roger, “Peak is effective, efficient, and delivers upon the objectives you give them. That’s all I can ask for.”



North American sales team recruited in NYC



North American growth goals exceeded within first year



Double digit growth achieved

Questions? Call us at [+1.800.964.0946](tel:+18009640946)