

hydrogen

case study Experian: Corporate Finance



Experian is a £1.9 billion turnover global leader in providing information solutions to over 100,000 clients in 60 countries. Following the de-merger of GUS, Experian was looking to set up a new London-based Group Finance team by appointing a preferred partner to recruit for positions ranging from Analyst to Managerial level. All potential candidates needed to be carefully assessed against testing criteria, and the project timescales were particularly challenging with all positions to be successfully assessed and filled within six weeks.

Experian chose to partner with Hydrogen and one of our specialist recruitment businesses, Finance Professionals (FP), to run this project. As specialists in talent acquisition, Hydrogen delivered the assessment part of the project while Finance Professionals managed the sourcing of high-calibre finance candidates.

The situation

Experian was looking to recruit five post qualified ACA or equivalent 'stars' for their Financial Planning and Analysis team. Candidates needed to have excellent academics, Blue Chip backgrounds and high potential as future business leaders. Effectively, Experian was looking for the best talent in the market. Individuals needed to possess a mix of a highly technical skill-set with outstanding communication, influencing and leadership abilities.

Potential issues faced by Experian included:

- The need to ensure they were recruiting top talent, however they did not have the skills, tools and processes in place to assess potential candidates against this requirement
- They were competing against major Blue Chip organisations for scarce talent
- They were looking to recruit for senior positions at a difficult time in the market

The Hydrogen solution

As specialists in the recruitment of high-calibre finance and accounting professionals, Finance Professionals managed the sourcing of the candidates for Experian's new Financial Planning and Analysis team. This included headhunting techniques, the use of Hydrogen's unique MarketWatch benchmarking tool, a press advert, internet advertising and extensive referral and networking.

As specialists in talent acquisition, Hydrogen's Consulting team managed the design and delivery of the assessment of these candidates. Hydrogen conducted an extensive job analysis in order to determine the competencies and levels for each role. Using this analysis, typical finance values and the specific requirements for each role, Hydrogen developed the strategy to be delivered across a number of assessment centres. The assessment included the use of the Occupational Personality Questionnaires, problem-solving and analysis testing, a presentation exercise and competency based interviews.

In a market where top talent is scarce and competition high, sourcing quality candidates that are both a correct fit for an organisation and have the levels of competence required to perform in a particular role is a challenge. Hydrogen's strategy combined with Finance Professional's sourcing expertise resulted in this project being a success; with a 100% offer-to-acceptance ratio and all positions filled within the project timescales.

“ Setting up a new team to tight timescales was a challenging project... Through this process we had a very thorough understanding of our potential new recruits and felt we could make well informed selection decisions. We have the team established and in place and are delighted with the outcome. ”

Director of Financial Planning and Analysis, Experian