

Client case study:

Wasserman Media Group

Background

Wasserman Media Group is a global sports and entertainment agency, with global expertise in building brands, properties and athletes' careers. Wasserman is headquartered in Los Angeles with operations across the US, London, Sao Paulo Toronto, UAE and Singapore. Due to organic growth within the London consultancy team, the agency exclusively engaged with the Robert Walters marketing recruitment team to source a number of marketing specialists.

**WASSERMAN**

Approach

Due to the high number of industry specialists in the marketing recruitment team, Robert Walters could fully comprehend the parameters of Wasserman Media Group's requirements. Robert Walters consultants built a strong relationship with the organisation and thoroughly researched the candidate market and the agency's needs.

An efficient hiring strategy was agreed as it was important that the shortlist of candidates had the right mix of professional experience and personality fit for the organisation. The search involved sourcing candidates at different levels, suitable for different roles within the same team. After a thorough face-to-face candidate screening service, the team submitted a shortlist of candidates to the organisation for review before arranging interviews. Robert Walters consultants completed the final selection process by making the offer to the successful candidates and provided thorough feedback to all who interviewed.

Solution

Robert Walters has made significant investments in their marketing recruitment team in order to expertly service the sports and entertainment market. By demonstrating their dedicated and efficient approach, the team was enlisted by the client to fill subsequent roles for the agency. As a result of initial successful placements within Wasserman's consultancy practice, Robert Walters continued working with the agency to recruit for extra roles in different areas.

Testimonial

"Robert Walters has helped us to successfully hire a number of specialist marketing professionals into our growing sports and entertainment consultancy team. We were impressed by the team's ability to understand our needs and identify candidates with the right skill set and fit for our team, ultimately leading to three successful appointments who are already making a positive impact with our clients."

Belinda Stevenson, Senior Director at Wasserman Media Group