

Our Client

PepsiCo International is a world leader in foods and beverages, with revenues of \$39 billion and over 185,000 employees. The company consists of PepsiCo Americas Foods (PAF) – which includes Frito Lay, Sabritas and Gamesa snacks and Quaker foods, PepsiCo Americas Beverages (PAB) – including the Pepsi and Gatorade drinks businesses, and PepsiCo International (PI) which covers the UK, Europe, Asia, Middle East and Africa.

PepsiCo brands are available in nearly 200 countries and territories.

Many of PepsiCo's brand names are over 100-years-old, but the corporation is relatively young. PepsiCo was founded in 1965 through the merger of Pepsi-Cola and Frito-Lay. Tropicana was acquired in 1998 and PepsiCo merged with The Quaker Oats Company, including Gatorade, in 2001.

PepsiCo's success is the result of superior products, high standards of performance, distinctive competitive strategies and the high integrity of its people.

PepsiCo's mission is to be the world's premier consumer products company focused on convenient foods and beverages. To produce healthy financial rewards to investors and we provide opportunities for growth and enrichment for employees, business partners and local communities. Consistently in all activity is the drive for honesty, fairness and integrity.

Our Brief

PepsiCo established a key manufacturing site in Skelmersdale, Lancashire, in the North West, as a Greenfield start up site two years ago. The site was therefore in the early stages of structural, cultural and capability evolution – with all the opportunities and risks that brings.

The current job holder had done a great job from scratch, in maintaining Skelmersdale as a non unionized site and achieving its rapid growth to a c.600 headcount. The client did not have internal talent ready and mobilized to fulfil this key role hence needed to recruit a senior HR Manager, reporting to the UK HR Director – Operations and the site GM, to build on this success and define, develop and successfully execute the HR agenda for the site.

This was a really challenging role, given that this was the 2nd largest site for them in UK. The location was difficult to recruit in to and additionally the client was looking for someone that could demonstrate true future leadership potential. Hence candidates needed to be fully geographically mobile within the first two years in role.

So, naturally, PepsiCo came to us.

Our Search

Having worked for the last 23 years with the client we had a good understanding of the business as a whole. However, we also need to get a good understanding of the operation in Skelmersdale hence our first priority was to learn as much as possible about the site, the leadership team and the role requirements. And then, of course, we had to discover precisely what was to be required of the candidate, both professionally and personally to deliver both in this role, and as a future leader within PepsiCo.

We advertised online and in print media, and interrogated our extensive databases of leading HR professionals across every industry throughout the UK to contact those we felt had the character and experience required for the position.

Our Result

We held an intensive series of longlist interviews to present PepsiCo with a shortlist of four candidates we had assessed as matches for the position of which one candidate was felt to be the ideal candidate and was offered, and accepted, the position.