

A black and white photograph of a herd of elephants walking across a savanna landscape. The elephants are in the foreground, moving from left to right. The background shows a vast, open plain under a cloudy sky.

Big Motoring World Case Study

Freshstream/Big Motoring World– supporting a PE fund through an acquisition

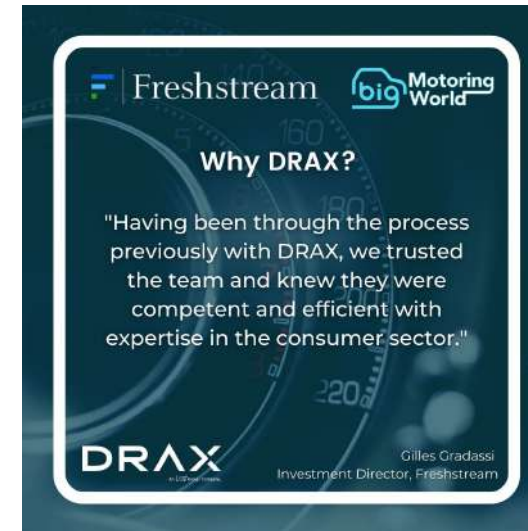
The DRAX Consumer Practice worked with Freshstream on a number of key hires for Big Motoring World Group, both pre- and post-acquisition by Freshstream.

Our initial brief was to find a Chair to support pre-deal; through the acquisition process and ultimately sit as the Executive Chair post-acquisition. DRAX placed Laurence Vaughan as the Chair, and he was subsequently involved in the process to find the CFO Alex Maby and the Human Resource Director Andy Holness.

By engaging with Freshstream pre deal, we were able to advise and help prepare the fund properly through the acquisition by providing a buy-in Chair, who assisted getting the deal over the line.

- Sebastian Twining, Director, Consumer Practice

Visit our website to read the full case study - [Big Motoring World](#)



Background

- Freshstream approached DRAX to find a Chair who would be able to support pre-deal; through the acquisition process and ultimately sit as the executive chair post-acquisition of the founder led, high growth organisation; Big Motoring World (BMW). DRAX and Freshstream had previously worked together in the Consumer space with Away Resorts to secure a Chair and NED for the business.
- The requirements for the BMW Chair role was first and foremost knowledge of private equity and familiarity with the intricacies of the sector, in conjunction with plenty of gravitas and clout at the board table. DRAX had a longstanding relationship with Laurence Vaughan, who had extensive automotive retail experience as well as significant private equity chair experience. Having supported Freshstream in a pre-deal capacity to get the deal over the line, Laurence was subsequently successfully placed as the Chair and during the process had established a cultural fit with the Founder and the team at Freshstream.



What the Chair said

- “I have found DRAX to excel at matching up candidates with companies who are likely to be a good match. My experiences both as a candidate and a client going through the processes have been very positive. Since my placement as Chair of Big Motoring World, I have been directly involved in two additional searches with DRAX; Human Resources Director and Chief Financial Officer. DRAX presented numerous suitable candidates, but ultimately the successful candidates, although early on in their new roles, have so far proven to be excellent fits.”
- Laurence Vaughan, Chair

CFO Search

- › On the day of completion, DRAX was engaged to find a Chief Financial Officer to partner with and support the Founder of the business and the senior leadership team as the business looks to achieve its growth value creation plan.
- › For the Chief Financial Officer role, our brief was to find somebody with hands on experience of team build out, understanding of working in a Founder led environment as well as private equity experience and some synergies with the sector. Throughout the search process we found Alex Maby who has since joined Big Motoring World to support the Chair and Founder as they look to double the size of the business in the next few years.

What the CFO said

- “The process with DRAX was great and very thorough. Sebastian was communicative, honest, helpful, informative and demonstrated a clear understanding of the aspects which were unique and relevant to the client. He was truthful in his approach to the role and provided a thorough overview of relevant information which helped inform my decision making.”
- Alex Maby, CFO

Marketing Director and Product Director

- Following the successful placement of the CFO, DRAX was engaged to find two further roles in France – Bollé Safety Marketing Director and Product Director. Although traditionally DRAX were not as familiar with the French PPE Market, our tools enabled us to have a data led approach to run a diverse process, capturing current and past employees within a finite market to maximise the breadth of the candidate pool that Bollé could engage with. We also utilised our in-house behavioural assessment tool PACE to understand the cultural fit of Bollé Safety and the personalities and leadership styles that would best compliment the incumbent team.
- DRAX was able to successfully place two candidates who were a good cultural fit into Bollé, and the Director of Marketing has since been promoted within the organisation to VP of Brands (Product and Marketing).

NAM SVP of Finance and Operations

- For the NAM SVP of Finance and Operations, DRAX didn't have an in-depth knowledge of the US market, but we understood the cultural fit of the business and utilised our tools to successfully find an impressive individual who had gone on a very similar scale up journey for a business which has been invested in by private equity. A data led approach again allowed us to understand the market and navigate the search landscape to identify and engage with individuals who had operated in the right scale businesses whilst also ensuring a cultural alignment with the team that had been built previously very quickly.

Our Approach

- For each of the different appointments, DRAX tailored the search based on the specific requirements. The CFO role was focused more on situational experience, finding individuals with experience of a similar growth journey.
- The Product Director and Marketing Director roles were much more about people who understood the specifics of the industry, and thus were heavily domain focussed. The NAM SVP of Finance and Operations was a mix of both, coming from a similar sector with experience of scaling a business whilst leading significant operational transformation. DRAX had to ensure that the candidates put forward would contribute to the key levers within their value creation plan.
- “Recruiting people into the Safety industry, with the approach that we are looking for, which was consumer orientated, is difficult to find. It is a big challenge and a focused market, there aren’t many candidates that fit well. The US search was incredibly challenging, but in all instances, DRAX found the right person. On every recruitment, within six weeks we had met the candidates and were offering a role, which is an exceptionally short time frame for the types of roles we were looking for” - Peter Smith, CEO.

What the Client said

- “As we started building out the team, DRAX had an exceptional and thorough understanding of our team, the personality profiles and skillset of people we were looking for. For us, that was a real differentiator between DRAX and their competitors. DRAX put forward a set of candidates that didn’t just meet the skill requirements but met the requirements of our business. Bollé Safety is a dynamic, free thinking, less hierarchical business, we rely on people who are self-starters and self-motivated and I knew Mark had a deep understanding of type of person we would be looking for”
- “You can rely on DRAX to deliver. It is hard to quantify the impact DRAX’s work has had on the business, but it is outstanding. I would use DRAX again specifically for senior recruitment and roles we find more challenging to recruit for. We trust them and for every instance we’ve placed a role with them, they have always delivered.”


- Peter Smith, CEO



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