

CASE Study Chair SEARCH

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LE COL

 **PUMA
PRIVATE
EQUITY**

Background: Le Col

Le Col is a premium cycling apparel business, Founded by the former Team GB pro cyclist Yanto Barker. Made in Italy, their focus is on technically designed performance cycling wear.

Since Founding the business in 2011, Yanto and his team have been developing and growing the business on an international scale, with a focus on the UK market. Their growth was aided by investment from Puma Private Equity in 2018 with sales doubling in their initial investment period. Since their original investment, Puma has gone on to invest further into the business to accelerate and support the next phase of their growth journey.



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INTRODUCTION

CHAIR SEARCH

DRAX was introduced to Yanto and his team as they explored the idea of adding a Chairman to the business to help with their professionalisation journey and international expansion. DRAX were focused on supporting the management team through what would be their first senior hire to the business and the impact this could have on them.

Speaking on his experience with DRAX, Yanto Barker, Managing Director and Founder commented "We engaged with DRAX to find a chairman for the business. We spoke to a number of search agents as part of the process and decided on DRAX largely thanks to the energy and commitment they brought to their pitch. It was clear that DRAX, Kate and Harriet knew their market and presented well on the strategy they would adopt to find our candidate. In the end we have selected a chairman from the process and have been working with him for a short time, but already I can see and feel the benefit of his experience, fresh perspective and drive to make a positive contribution. I would recommend DRAX and I would use them again."

Outcome

“It was clear there was a direct and strategic approach to search for candidates, each candidate was given commentary and background to help give context to as to why and how they had made it on to a shortlist for consideration and we felt this assisted us in making decisions to shortlist further or not follow up on certain options as part of the progress towards a final candidate.”

- Yanto Barker, Managing Director & Founder at Le Col

What DRAX was engaged for

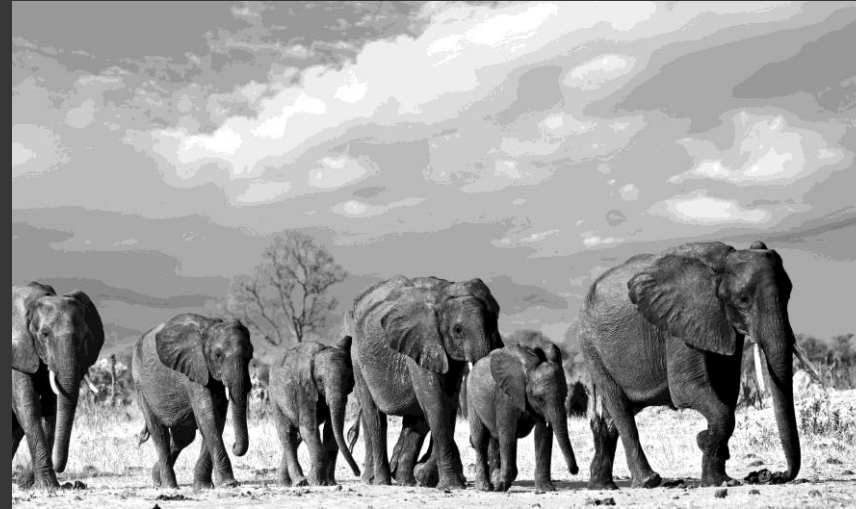


- Le Col were looking to hire a Chairman into the business to help with their professionalisation journey and international expansion

Why DRAX



- DRAX are passionate about people and are committed to finding ideal talent acquisition solutions for our clients.



The Results

The appointment landed well, and the Le Col team can feel the benefit of the chairman's experience, fresh perspective and drive to make a positive change

Client feedback

I would recommend DRAX and I would use them again

OUR APPROACH

For each mandate received, DRAX tailors the search process based on the specific mandate requirements and fulfils each search through a situational, domain, functional and behavioural lens.

HARRIET FORBES-LANGE, DIRECTOR, DRAX

“Le Col were looking to bring in a Chairman to provide some guidance and support as they went on their professionalisation journey and subsequent internationalisation. It was important to the Founder and existing management team that the incoming Chair could be hands on and available, without wanting to be the CEO. We therefore presented a shortlist of both experienced portfolio Chairs, as well as some who were still in their executive career with capacity for a board role. This really helped crystallise their thoughts and needs for the business and helped the team decide what level of interaction they wanted in their first Chair.”



For more information, please get in touch:

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