

CASE Study
NED, CMO, CFO
SEARCH

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nutrimuscle | B L U E G E M

Background: Nutrimuscle

Founded in 1993 as an answer to a scarcity of natural ingredients in the European sports nutrition market, Nutrimuscle has a differentiated and superior value proposition based on natural ingredients, organic & clean formulas, and transparent sourcing. The company benefits from a large and fast-growing community of brand lovers with a long history of unparalleled loyalty, engagement and repeat purchase behaviour. Today, the French brand boasts a high calibre of clients, from European cycling champions to Olympic athletes and bodybuilders.

Bluegem is a Private Equity firm that partners with management teams and founders to accelerate the growth of strong consumer brands. With a track record of investing across Europe through different economic cycles, industries, and market conditions, Bluegem has refined its investment strategy to focus on resilient consumer segments benefiting from secular megatrends. Bluegem recognised the need to augment Nutrimuscle's leadership team following its acquisition in July 2022.



INTRODUCTION

A DATA-LED APPROACH

Nutrimuscle's visionary CEO recognised the potential for expansion beyond his experience and sought seasoned guidance. Bluegem aimed to fortify the executive team, a strategic move to nurture operational excellence. The challenge was met by identifying the need for a skilled Non-Executive, Chief Financial Officer, and Chief Sales & Marketing Officer.

In this search, DRAX's unique approach stood out. Mathieu Develay, Partner at Bluegem, commended DRAX for their structured process and detailed pitches, which featured quantitative **PACE** charts. "Harriet, an outstanding head-hunter, demonstrated perceptive insights and a dynamic use of the PACE tool, resulting in five successful placements within six months across the Bluegem Portfolio". This achievement underscored DRAX's effectiveness and reach across Europe.

"I had a very positive experience with DRAX and Harriet and I'm very happy with the relationship that we've built. We recruited five C-suite level roles through DRAX and have now built one of the strongest relationships our business has with any head-hunters. DRAX have a very structured approach to their searches, and PACE made a huge difference as a more quantitative assessment. It gave us confirmation of what came out qualitatively of the interviews with each candidate, and each candidate hired is a perfect fit for the business."

- Mathieu Develay, Partner at Bluegem

Transformational Appointments:

NON-EXECUTIVE DIRECTOR

Noreen Gallagher was appointed as Non-Executive Director, leveraging her industry insight and network to drive growth. Speaking on her candidate experience, Noreen said: “My experience with DRAX was incredible. Harriet did her due diligence and went beyond 'ticking a box', she got to know the client and all the candidates to discover what the right fit is for both. The communication I received was phenomenal and went beyond the typical '9-5' hours, she contacted me as soon as there were any updates. I know that the Bluegem team really trust her, as do I and I'd absolutely work with Harriet and DRAX again.”

CHIEF FINANCIAL OFFICER

Baptiste Savin, a transformative financial leader, assumed the role of Chief Financial Officer, expertly steering finance, operations, and supply chain discussions. Speaking on his experience with DRAX, Baptiste said: “My experience with DRAX was excellent. The search process was thorough, and the team was articulate, clear, and transparent. I really appreciated this approach as transparency is not something you always find as a candidate in the recruitment process. This let me know they had both my best interest and the best interest of the company in mind. They have the expertise when it comes to recruiting for C-suite roles.”

CHIEF MARKETING OFFICER

Thomas Fabre from Black Crows was employed as the Chief Sales & Marketing Officer, embodying the essence of a natural 360-degree marketer. Thomas said: “The process with DRAX has been the best recruitment process I've ever been through. Everything was so well organised, every call had clear objectives and next steps. Because of their organisation and efficiency, I was recruited into the role within a month, which is very impressive. I received great support from both Harriet and Jamie throughout the process and they followed up to check it was a right fit after I started.”

What DRAX was engaged for

DRAX were engaged to employ several C-suite leaders into Nutrimuscle following their acquisition by Bluegem

Why DRAX

DRAX are experts in executive search and offer a unique behavioural analytics tool to ensure complementarity between candidates and clients

The Results

We showcased our unparalleled expertise by orchestrating multiple high-profile appointments for Nutrimuscle and Bluegem.

Client Feedback

DRAX have a very structured approach to their searches, and PACE made a huge difference

DRAX

OUR APPROACH

DRAX's strategic, structured, and results-driven approach, combined with our exceptional team, positions us as a premier executive search partner. Nutrimuscle and Bluegem's success stories highlight our position as the go-to head-hunter for executive search, transforming businesses and leadership landscapes with precision and expertise.

At DRAX we are dedicated to proving that leadership is the primary lever for value creation within private equity-backed businesses. We cover everything from leadership change, leadership development and deal advisory.

We are committed to assisting our clients in their drive to optimise their leadership teams and achieve their value-creation plans.

For more information, please get in touch:

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HARRIET FORBES- LANGE DIRECTOR, DRAX

"It was a pleasure to work with Mathieu at Bluegem and Theo at Nutrimuscle to design and sequence the leadership hires at Nutrimuscle, in order to ensure they have the right team in place to execute their exciting value-creation plan for the organisation. Throughout the process, we used our PACE behavioural assessment tool, which not only supported us to assess and qualify if candidates had the desired behaviours to work in a PE environment but also ensured we were building a cognitively diverse management team, who complemented one another in the right ways. I am really looking forward to seeing the positive impact this team will have on the business over the next few years."

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