

CASE STUDY:

Recruiting a Commercial Finance Specialist to Modernise Reporting



Overview

A leading British manufacturer and supplier of handcrafted garden products, recently expanded through an acquisition, was seeking a Finance Analyst/Commercial Accountant to strengthen financial reporting and deliver insights into product and business performance.

Challenges

- The company's location in a **more rural area restricted the available candidate** pool, with few local businesses offering transferable finance experience.
- The role **required advanced technical expertise** – from Power BI to cost accounting, stock reporting, and margin analysis – narrowing the field of suitable candidates.
- A **fully office-based position** made attraction harder in a market where hybrid roles are more in demand.
- Following a recent competitor acquisition, the business **needed stronger commercial finance capability** to modernise reporting and provide greater insight into performance.

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We recently undertook recruitment for a Commercial Finance role, and were extremely impressed by the work undertaken by Headstar. The consultants took time to really understand the role, and the profile of person we were looking for, and clearly did a huge amount of work to present us with candidates who fit the bill. The no nonsense approach was personable, honest and straight forward. We will definitely use Headstar again.

Client Representative (Finance Director)

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Our Approach

Headstar provided a retained search solution:

- **Allocated full business resources to sourcing suitable candidates**, recording comprehensive candidate feedback (such as salary, reasons for leaving and job requirements) to provide valuable client insight into the market search.
- Focused on candidates with relevant **manufacturing and product-based finance experience**.
- Ensured highly advanced Excel and strong Power BI skills were a **non-negotiable requirement**.
- **Tested candidates on real examples** of how they had driven positive impacts through reporting tools.

Choice of talent

Presented multiple candidates from varying backgrounds, offering clear comparison of skills and experience.

Best of both worlds

Successful hire combined financial accounting and commercial finance experience.

Smooth transition

Headstar managed the smooth resignation process, minimising risk of a counter-offer.

Modern reporting tools

The new hire quickly delivered improved dashboards and financial insights, increasing savings and revenue growth.

Ready to transform your business?

Contact us today to find out more about how Headstar can help.



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