



Company: Scania GB

Business Area: Commercial Vehicle Manufacturer

Provided by: Paul Smith, Marketing Director

Background

Scania is a major supplier to UK industry of trucks, buses, coaches and engines for industrial and marine applications. Additionally, the company provides a wide range of complementary and ancillary services in support of its products and customers through its 92-strong network of service centres. Based in Sweden and with production facilities in Europe and Latin America, Scania is a global organisation which markets its products in around 100 countries worldwide.

Scania's Challenge

Scania were looking to fill the role of Regional Campaign Executive - a field based role working with their dealers on marketing. "We were struggling to find the right candidates via our normal channels."

Copeland's Solution

Drawing on over 18 years' experience recruiting automotive retail marketing specialists - Copeland sourced, screened and interviewed candidates with the specialist automotive dealer marketing experience that Scania needed. A shortlist was provided within 2 weeks and the role successfully filled shortly afterwards.

The Results

Copeland successfully filled the vacancy within a month of being briefed finding Scania an automotive retail marketing expert with the skills and experience they were seeking.

What are the benefits of working with Copeland?

"Copeland filled the job quickly. Copeland are specialists in automotive and were able to put decent people on the table. Julia stepped in with a sense of urgency – whilst previous agencies had a long drawn-out process that still produced the wrong candidate. " Paul Smith, Marketing Director



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- Paul Smith, Marketing Director, Scania GB