



**Company:** Genesis Motor UK

**Business Area:** Car Manufacturer

**Position Filled:** Various

**Provided by:** Richard Shortridge, Corporate & Remarketing Mgr

## Background

Genesis produce innovative, luxury cars rooted in their Korean heritage. They offer a new standard of luxury car ownership, where customer experience is at the heart of their design and service. With a growing range of luxury electric models they are on a journey towards an electric future in Europe.

## Genesis' Challenge

Genesis Motor UK launched in the UK in 2021 and have been growing fast year on year. They needed an automotive industry expert to help fill key roles within their business.

## Copeland's Solution

Copeland have filled a wide range of roles for Genesis spanning Corporate Sales, Remarketing, Product Management and Retail Sales Management. We handle each job in a similar fashion - taking a detailed brief from the line manager & HR. We then carry out in-depth searches/head hunts - accessing our extensive network of automotive industry contacts - and create bespoke marketing campaigns to source candidates. Potential candidates are fully interviewed by us before being presented to Genesis (usually within 2 weeks of initial briefing). We then manage the interview arrangements, candidate feedback and job offer negotiations.

## Feedback from Genesis

I have worked with Julia over a number of appointments in my roles at Genesis Motor UK. Thrilled with the successful final appointments, but it was also the volume of high calibre candidates that was also very impressive. Julia quickly understood the brief and responded with opportunities that pushed me to make some difficult choices as the standard was so high. A pleasure to deal with and highly recommended.



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Richard Shortridge, Corporate & Remarketing Manager, Genesis Motor UK