

A man and a woman are looking at a laptop screen. The woman is on the left, wearing glasses and smiling. The man is on the right, wearing a blue long-sleeved shirt and holding glasses. They are in an office setting with a window in the background.

CASE STUDY

Placing the People Driving Digital Transformation



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Introduction.

Carbery Group is a leading global manufacturer of speciality and nutritional dairy ingredients as well as flavours and cheeses.

Founded in 1965 and headquartered in Ballineen, West Cork the company operates from 10 locations including Ireland, UK, USA, Brazil, Italy, Indonesia and Thailand and supplies more than 50 countries worldwide. They currently have a global workforce of over 700 employees.

Carbery is a leading employer in West Cork, attracting the best talent from around Ireland and further afield. Berkley has supported the growth of Carbery through the successful placement of key individuals.

Driving Digital Transformation.

While Ireland is recognised as a global leader in the field of dairy production, the sector remains quite traditional in its approach. Innovation and technology play a key part in creating production processes optimised for efficiency, quality and sustainability.

The organisation undertook a large scale transformation which saw a €78m investment in a new production facility in West Cork. In line with this investment a new position of Chief Information Officer was established to drive transformation across the enterprise

Underpinning this Digital Transformation was the adoption of Microsoft Dynamics 365.



Recruitment Project Delivering Transformation.

In January 2020 , Carbery selected Berkley as the sole Technology recruitment partner to deliver on various requirements arising from their Digital Transformation program. These requirements were across a number of areas including:

- IT Infrastructure & Management
- Customer Relationship Management
- PMO & Programme Management
- Technical Support
- Systems Administration



Finding A Supportive Recruitment Partner.

In order to fill positions in an effective and timely manner, Carbery required the support of a recruitment partner with the insight, skill and market reach to source and assess the most suitable candidates.

Berkley was ideally placed to support this and a project team was quickly mobilised. Consultants leveraged the expansive talent pools Berkley had developed over the years; seeking out skilled candidates who were either based locally or who were open to relocating to the south-west region.





Strategy.

Prior to devising a strategy, Berkley's dedicated team conducted an in-depth and methodical market analysis which identified key organisations, target candidates, referrers and sources of information.

Targeting Active & Passive Candidates.

Berkley proposed a strategy that brought together 'under the radar' and 'on the radar' attraction tactics to capitalise on both passive and active candidates. Key attraction and selection tactics included:

- **Berkley Network Engagement:** Our consultants utilised our existing candidate network in the technology sector to uncover potential candidates.
- **Passive Candidate Engagement:** Our consultants made use of market and competitor mapping to attract passive candidates.
- **Active Candidate Pool Engagement:** We promoted the roles to Berkley's active talent pool by employing numerous attraction techniques including video promotion, social media, and job board advertising.



Making a Great Candidate Experience.

In today's competitive market conditions, it's critical that a positive candidate experience is delivered at every stage of the recruitment process. As representatives of both parties, it was key for our consultants to take a consultative and collaborative approach based on transparency, trust and communication.



Candidate Relocation Support .

Carbery's West Cork location meant that some candidates would need to relocate. Our consultants worked to make sure that this transition would be as smooth as possible. As such, they provided advice and active support for those candidates who would need to relocate for the role.





A Process Powered by Advanced Technology.

Berkley has designed a service delivery process that fully embraces Recruitment 4.0 and meets the needs of this dynamic, rapidly evolving sector. Key to our strategy for supporting Carbery was the use of Elevate - an innovative AI-powered talent pooling platform.

A combination of in-house technology, Berkley's network reach and our consultative approach allowed our consultants to quickly and efficiently identify and source numerous high-quality candidates.

What We Achieved.

Employing a project approach and search strategy leveraging an AI platform for talent pooling resulted in a streamlined search and selection process. A shortlist of four profiles were submitted for each of the roles with a successful candidate identified, hired and onboarded after a rigorous interview process.

Berkley's team of dedicated consultants worked hard to research and understand Carbery's unique culture. This knowledge proved to be very useful as they rolled out various strategies that aimed to attract candidates who would be the right cultural and technical fit.

Our consultants placed candidates in a wide variety of roles across a diverse range of skill-sets. Roles filled included:

- IT Manager
- Dynamics CRM Analyst
- Global PMO/ Tech Program Manager
- Technical Support
- Senior Systems Administrator

Berkley has maintained a strong relationship with Carbery thanks to consistent engagement and positive feedback, and continues to support their national and international growth strategy.





With Berkley, Carbery have found a partner who understands not only our needs from a skillset perspective but also from a cultural fit. Carbery is a global leader in its sector and finding the right resource is critical in order to ensure we achieve our lofty goals. We have always found that the candidates filtered by Berkley are an instant fit.

Professional to the end, Berkley continue to deliver as our recruitment partner of choice for all our digital transformation needs and we look forward to working with them for many years to come.



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