



ORESA  
EXECUTIVE SEARCH

## Case Study

TEAM BUILDING  
for RAPID GROWTH



All too often, businesses focus on external factors in a bid to grow quickly. How can we improve margin? What new markets can we enter? Where can we improve our supply chain? These are all valid questions for a business leader to pose, but in our experience at ORESA, looking internally at staff development catalyses cultural change that drives healthy long-term growth. In a company that is already experiencing rapid growth, this is doubly important if that is to be maintained. Here, we detail such an approach that provided our client excellent returns while improving employee satisfaction and engagement.

- **THE BUSINESS**

Our client is a fast-track, publicly traded online fashion business which has experienced phenomenal growth since its inception in 2000. It is renowned for its trend-led womenswear ranges and extensive social media reach. Based in the UK, it has expanded to become a truly international business and has doubled its sales and profits within the last four years.

- **THE CHALLENGE**

At the time of ORESA's involvement, the company was growing exponentially and, as a result of the pace of this expansion, needed individuals with the skills not only to deliver, but also to cope in a rapid growth environment. The chief executive asked Orlando at ORESA to work directly alongside him in order to shape, upgrade and further develop the teams so that growth could be managed effectively.

- **THE SOLUTION**

ORES A recruited and placed operating board directors, as well as senior leaders and vertical streams across areas as diverse as marketing, buying, merchandising, creative, editorial, photographic studio, finance, IT and HR. It was important that each department was able to enhance its talent in congruence with the entire business.

- **THE RESULTS**

During this period, the company's share price grew by circa £20 per share. Sales grew by 32%, while profit jumped 62%. The client continues to expand in both the UK and international markets, and most importantly has enjoyed a sustained period of impressive growth.

- **CONTACT US**

When you have ambitious growth plans and need the right people to make your vision a reality, please get in touch for a confidential discussion. Phone +44 (0) 203 675 1459 or email Orlando Martins at [orlando@oresa.co.uk](mailto:orlando@oresa.co.uk)