

## ANIMAL FRIENDS INSURANCE

Animal Friends Insurance is a growing pet insurer based in Amesbury who are aiming to be the top provider in their market.

### THE CHALLENGE

Sanderson were engaged to provide an exclusive campaign in recruiting their Chief Compliance Officer. This was a pivotal position in their Senior Leadership Regime and one that would ultimately be responsible to the regulator in the not so distant future. This was a considerable task given a skills shortage in the market and a challenging location.

### THE SOLUTION

Due to the seniority, niche skill and location set, we developed a bespoke market map which identified both the passive and non-passive candidates. This was achieved by a multi-channel attraction campaign:



**ENGAGING WITH OUR  
CURRENT NETWORK**



**TARGETED SEARCH  
ACROSS JOB BOARDS**



**LINKEDIN SEARCH  
AND HEADHUNTING**



**ADVERTISING & SOCIAL  
MEDIA CAMPAIGN**

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### THE RESULTS



**CULTURAL FIT**



**EXPERIENCED CANDIDATE**



**FUTURE CLIENT RELATIONSHIP**

Sanderson successfully delivered a vastly experienced candidate who will excel in the Animal Friendly culture and has future potential to develop effectively. Following this strategic hire, Sanderson are delighted to be partnering with Animal Friends on further assignments in other business areas.