



Digital Transformation **within the Energy sector**

Partnering with BP on its new tech venture



The Brief

Launchpad needed technology-focused leaders that could spearhead sustainable transformation and contribute to the creation and expansion of its visionary portfolio of digitally-driven enterprises, revolutionizing the energy industry.



The Solution

As a partner in this search, we extensively mapped the UK landscape for CTOs and Cyber leaders in high-growth technology companies. Our specific focus was on identifying technology leaders who possess the expertise to scale both businesses and products within the broader market.

One of the biggest challenges we faced was attracting candidates and effectively explaining the vision of Launchpad, especially due to its association with BP in certain cases. To address this, we developed a comprehensive briefing deck that provided candidates with a detailed overview of Launchpad's journey and mission. The deck emphasised Launchpad's commitment to supporting and nurturing energy sector start-ups, offering candidates a clear understanding of the company's goals.



The Outcome

Successful Hires:

CTO
Head of Cyber

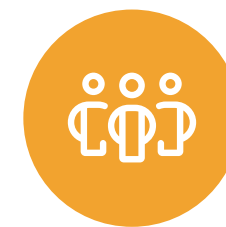
After achieving success in filling these positions, we were entrusted with the responsibility of recruiting for two leadership roles at Open Energi, a portfolio company of Launchpad.

These positions included the Director of Technology and the Director of Product.

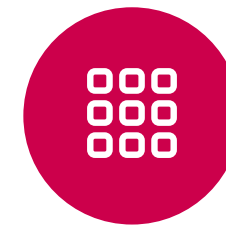
Supporting National Grid's new digital entity

In 2017, National Grid initiated a digital transformation journey by establishing NG Digital with the objective of delivering exceptional digital solutions. The aim was to foster a product-centric culture that operates autonomously, departing from the traditional project-oriented approach prevalent in legacy systems.

Challenges and Solution



The talent pool: In order for NG Digital to achieve success, it was imperative to recruit leaders with experience in high-growth technology start-ups. These individuals needed to possess both a strong understanding of scaling operations and the ability to assemble proficient technical teams.



National Grid brand: Given the experience required, we found ourselves in direct competition with the rapidly expanding start-up ecosystem. Consequently, it became essential to effectively communicate the unique value proposition of NG Digital and highlight the ways in which it differed from National Grid.



Process: Streamlining the interviewing and job offer process was crucial in our efforts to attract top talent and stay competitive in the market, given the challenging nature of the existing legacy processes. Collaboration with the executive team played a vital role in achieving this goal.



Compensation: In the past, National Grid's salary offerings were not highly competitive. To address this, we collaborated closely with various functions, continuously providing up-to-date market data that underscored the importance of aligning salaries with current market trends. Through this collaborative effort and the provision of relevant data, we were able to effectively compete in the market.

Roles

Director of Product – NYC, USA

Director of Software Engineering – Boston, USA

Senior Director of Software Engineering – London, UK

Head of Engineering – London, UK

Director of Engineering – London, UK

VP Product – NYC, USA

Principle Engineer – London, UK

VP Product – London UK

Will Parkhouse

Director | ESG | EMEA



Will is a Director in Zeren's Commercial team, and has 20 years of experience in Executive Search, specialising in placing senior Commercial and Technology hires into the B2B SaaS and corporate markets across EMEA & Asia.

EXPERIENCE

His core strengths are working for high-growth tech businesses, typically with Series A to C funding, that are looking to build teams across the globe and have predominantly Commercial, Tech and Operational hires at their core.

In addition, he works with corporate businesses that are going through Digital Transformation and are looking to appoint emerging Technology-centric talent to their C-Suite. Before Zeren, Will worked for the international Executive Search firm DHR International for 6 years as a Managing Partner, based out of both Hong Kong and London.

Prior to DHR, Will worked for 13 years in Europe predominately in the Enterprise Software space, scaling Commercial GTM Teams across EMEA.

FUNCTIONAL SPECIALISM

Sales

Partnerships

Commercial

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Chris Batters

Senior Director | Technology & Product



Chris is the Senior Director of Zeren's Technology and Product functions, focusing across Engineering, Data, Security and Change & Transformation.

EXPERIENCE

Chris has 16 years' worth of experience across Technology recruitment, specialising in senior level leadership hires across the high growth technology market. His recent geographical track record includes the UK and Europe, and he specialises in placing Director and VP level candidates, as well as early-stage CTOs.

Prior to joining Zeren, Chris was the Director at Broster Buchanan and helped lead and scale the Technology function within the UK business.

Prior to that he built and managed teams at both Robert Walters and the SThree Group, whilst recruiting across the full Technology landscape. Chris is a hands-on recruitment leader, who can build and manage teams, whilst partnering with senior leaders to help scale their internal Tech functions.

FUNCTIONAL SPECIALISM

Engineering

Data

Infrastructure & Security

Change and Transformation

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