

The MathWorks

Managing Director Europe

The MathWorks is the US based leader in technical computing software. As part of a plan to achieve ambitious growth in Europe, the company identified a new position for a European Executive. Penna worked with The MathWorks to recruit an experienced Executive able to integrate and identify with the company culture and lead the European team to success.

Background

Founded in 1984, headquartered in Natick, Massachusetts, with offices and representatives throughout the world, The MathWorks is the leading developer and supplier of technical computing software in the world.

For more details

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The requirement

The MathWorks, having identified the potential to double revenues in Europe, created a new role within the Executive Team. The company required a Managing Director to drive growth in the smaller countries in Europe, needing specific focus.

Our approach

Penna established an appropriate 'Best Team' comprised of Penna local market and sector experts with a European coordinator to guarantee synergy and harmonised methodologies across Europe. Market guidance was provided in the form of weekly reports followed by conference calls with both The Mathworks and Penna teams across Europe to update search strategies and comment on progress and market variances.

Challenges

The project posed a number of challenges in that The MathWorks were clearly targeting senior executives with much sought-after and highly valued European experience in larger operations. Experience in this niche activity of both volume and large account sales was essential.

The results

Penna's matrix organisation and unique Pan-European team approach, with consistent methodologies, sector expertise and a European coordinator, enabled Penna to successfully partner with The MathWorks to find the Senior Executive capable of achieving the challenging growth objectives.



Penna