



SMART POWER CONTROL SOLUTIONS AND SERVICES

# Product management team expansion

Leveraging new talent & product launches to boost product management activities and business growth.

## ABOUT COMAP:

ComAp is a successful Czech-based company, founded in 1991. Since then, it has been globally recognised as a leader in advanced control technology within the power generation sector. Over the past 30 years, they have managed to expand to all continents. They now have subsidiaries in 13 countries, while keeping their Prague HQ. The business model is strong and dynamic, in a friendly, inviting, and international environment.

## COMPANY SIZE:

501-1,000 employees

## INDUSTRY:

Appliances, electrical, and electronics manufacturing

## SBR SERVICES:

Recruitment, sales competency assessments, personality assessments

**Strengthening the Product Management Team of a leading Industrial Automation company. Hiring highly qualified electro-technical and business professionals to launch new product lines.**

## What issues were ComAp facing?

ComAp are a leading company in the energy management space. They attracted a lot of candidates with an electro-technical background. A good reputation, high-quality products, and growth mindset all contribute to their high retention. However, their Product Management roles were particular and complex. They required distinctive experience and personalities to fit the company culture. The main obstacle was to find a person with a business and technical mindset, and willing to shift career towards Product Management.

## What did success look like for ComAp?

ComAp's development team keeps producing new innovations and product lines. They wanted highly skilled individuals to take on the new products. This will boost their market presence with more streamlined product road mapping. ComAp wanted motivated individuals who are both business savvy and technical. Ideally with a University degree, still with the electro-technical background.

## The results

SBR & ComAp partnered to source the Product Manager roles of the different product lines. SBR found 3 Product Managers who were not only highly skilled in electrical engineering, but also in business activities. They had a great cultural fit which SBR identified in the interviews.

## SBR'S approach

SBR allocated a senior recruiter to understand all aspects of Product Management in ComAp. They got to know the Product Line Managers and the technology their team focuses on. This helped SBR understand the technical needs and personality fit for the culture. SBR set up a strategy to focus on business skills and personality assessment. SBR conducted a 1-hour interview with each candidate and selected the relevant profiles for the following 2-rounds. SBR gave their feedback and supported final offer negotiations to ensure there were no future surprises.

## Promotion!

SBR stayed in touch and tracked the performance during the first months of their journey. They were all doing well in their roles with one promotion in less than a year!



“ComAp began a partnership with SBR Recruiting in 2018 and has since co-operated on many projects. SBR help us find new talent among Finance, Product Management, Sales, HR, and Project Management. They always deliver high-quality and personal service. We can rely on their professional approach, speed, and high focus on the client and its needs. During our journey, they have found candidates for very specific and complicated positions. They describe the candidate's personalities very well, potential pitfalls, and qualities to be desired in the given culture. We are happy to recommend SBR for any form of Recruitment.”

**Tatyana Tsapaeva**

EMEA HR Business Partner