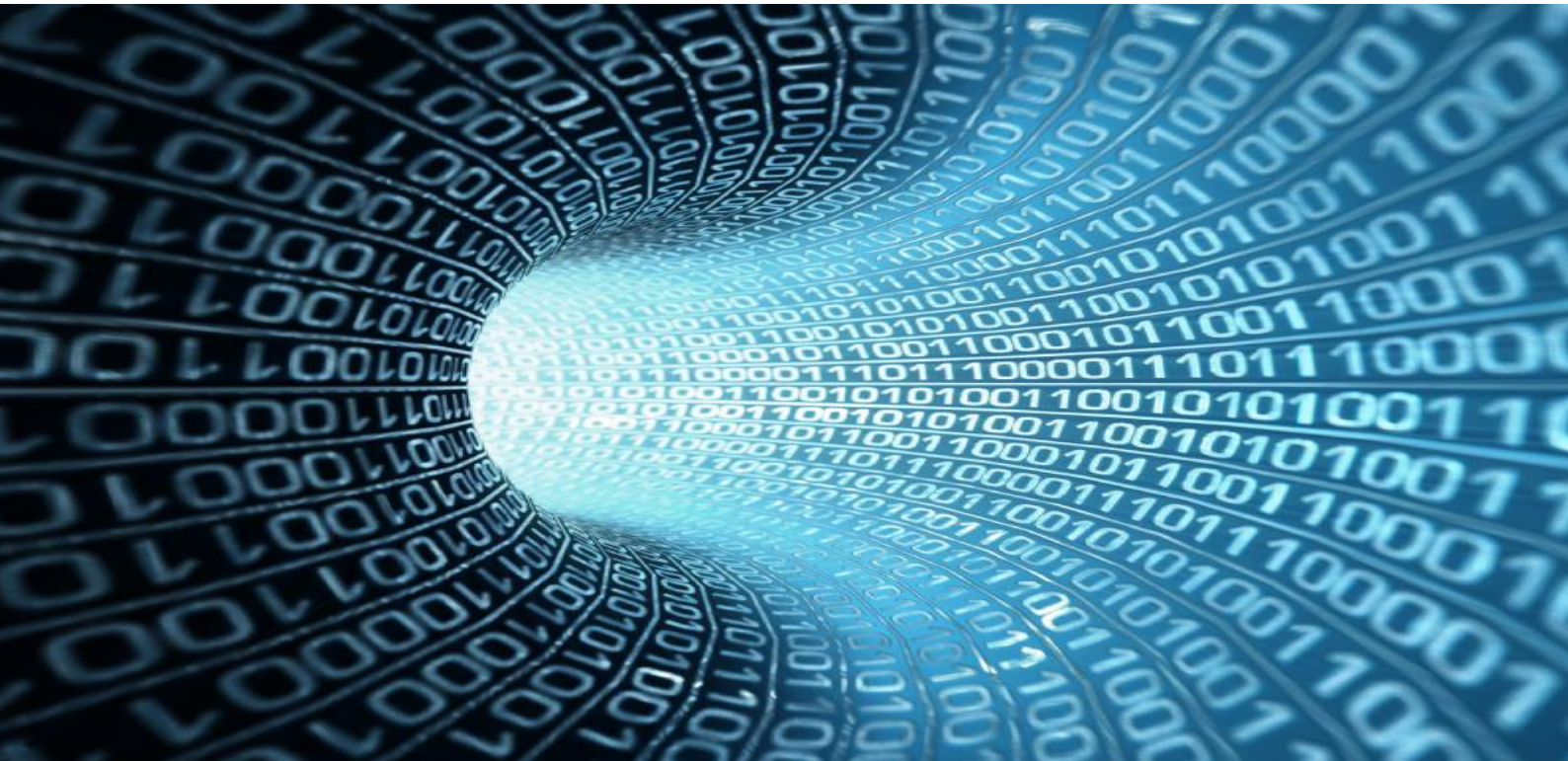


# Collins McNicholas

Recruitment & HR Services Group



## NPD Ireland Start Up Recruitment Case Study

Last updated: 12<sup>th</sup> April 2017



## **Executive Summary**

This case study details the recruitment solution Collins McNicholas delivered for NPD, a global Market Research company who set up a Global IT & Operations centre in Athlone, Co. Westmeath, Ireland. The case study gives background information on NPD, explains our account management approach to the project and documents the recruitment process and timeframe we followed.

### **Success factors of this project:**

- Flexible workforce – A start-up team was recruited on six month contracts.
- Confidential recruitment campaign – The initial two teams were hired without any advertising or without any company information being disclosed.
- Multilingual availability in the Midlands – NPD’s Global IT and Operations centre in Athlone supports the following languages - English, Spanish, French, Italian, German, Polish, Latvian, Slovakian, Dutch and Portuguese.
- Completion of project within budget and inside allocated time frame.
- Comprehensive screening process by Collins McNicholas leading to high success rate at interview with NPD.
- Retention and Succession – The initial start-up team is still in place and all members of that team have been promoted into permanent and more senior positions.

## **Background**

### **2.1 About NPD**

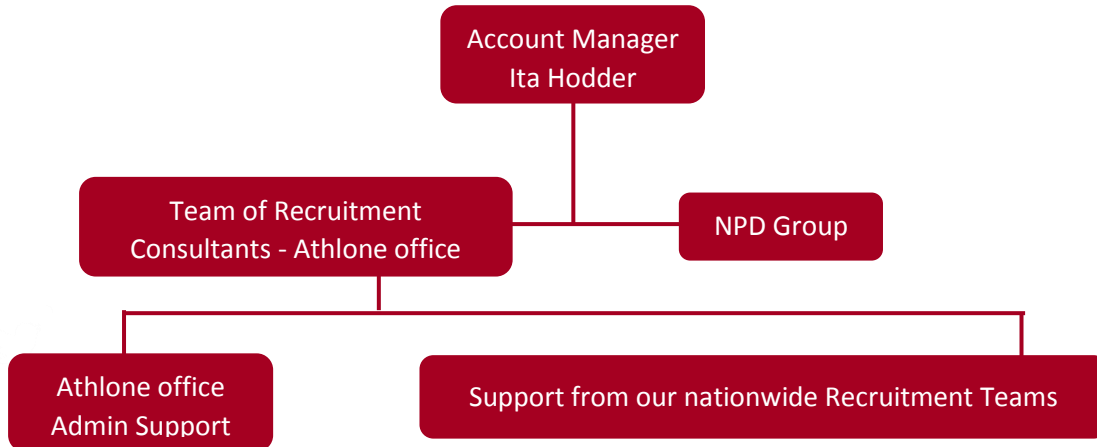
The NPD Group is an innovative global Market Research company. They provide information on a wide variety of industries, to arm their clients with the knowledge to make better, fact based business decisions. The NPD group is privately held and has been measuring product movement and consumer behaviour since 1967. They are headquartered in New York, with offices and affiliates in more than a dozen locations across North America, South America, Europe and Asia. Industries covered include Consumer Technology, Fashion, Sports, Beauty, Automotive and Food and Beverage.

### **2.2 NPD in Ireland**

Collins McNicholas was approached in 2009 by IDA Ireland to meet with NPD to provide market intelligence reports and data on skills availability. At the time, NPD was considering locations in Ireland along with a number of other European locations. Athlone was subsequently chosen as the preferred location and Collins McNicholas was chosen as their exclusive recruitment partner. Initially NPD established a pilot project in Athlone which has since grown into a full Global IT and Operations Centre. This facility is designed to play an integral part in the company’s Global IT and Operations vision and is part of its overall plan of introducing a new state of the art management system.

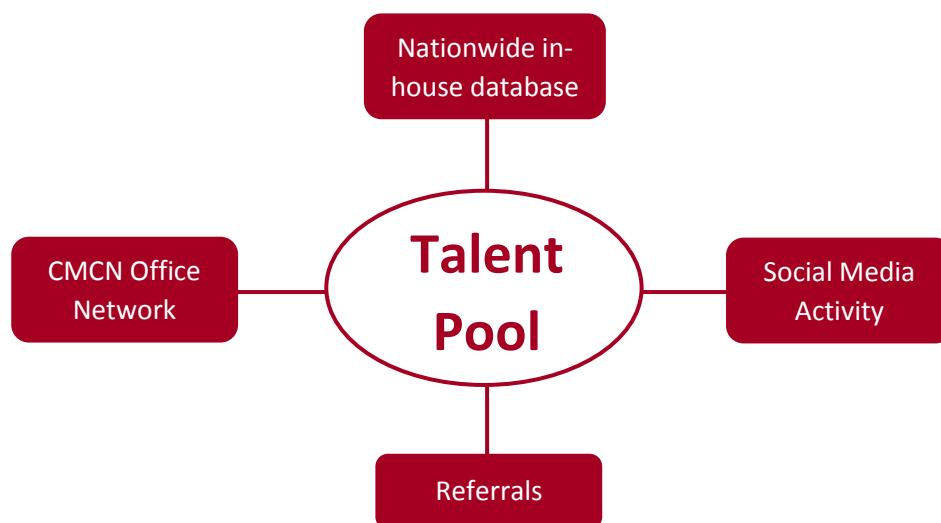
**Collins McNicholas Account Management Model**

Collins McNicholas established a dedicated account management team, which consisted of Account Manager – Ita Hodder, a team of Recruitment Consultants in our Athlone (Midlands) office and support from dedicated personnel in our nationwide offices.



**Collins McNicholas Sourcing Strategy**

NPD’s start-up team consisted of an Operations Manager and five Data Classification Analysts with languages (French, German, Italian, Polish and Spanish). Complete confidentiality in the process was essential as company details could not be disclosed. Collins McNicholas was successful in providing a shortlist of suitable candidates for all roles. This was achieved without benefitting from advertising and the positive message of a start-up operation.



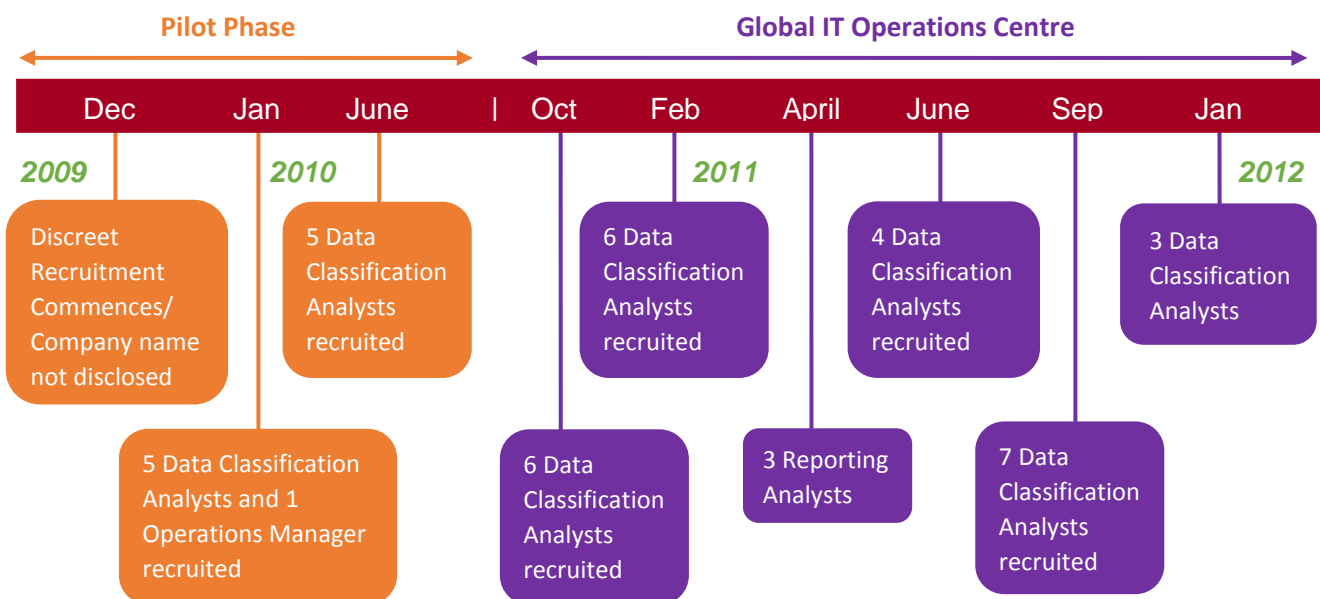
**Selection Process**

Collins McNicholas screened all suitable candidates in accordance with criteria and competencies agreed with NPD. All candidates were corresponded with in a timely and professional manner. Senior Management from NPD visited Ireland in the first week of January 2010 and within that one week successfully carried out interviews resulting in the recruitment of the initial team of an Operations Manager and five multilingual Data Classification Analysts. These interviews also identified at least one suitable back-up candidate for each position. This was achieved from a reduced pool of candidates, as all were recruited initially on a six-month contract, which meant that candidates already in permanent roles could not be considered.

**Table 1. Pool of candidates for start-up team.**

Job Title	Screened by Collins McNicholas	Forwarded to NPD	Interviewed by NPD Senior Management Team	Hired
Operations Manager	22	8	8	1
Data Classification Analysts (with 2 languages)	43	18	14	5

**Recruitment Project – Timeline**



**Client Testimonial**

*The NPD Group set up a Global Operations & IT Centre in Ireland in 2010. My role as Executive Director of Global Ops & IT was to set-up, and subsequently grow our operations in Ireland ‘from scratch’.*

*To date we have recruited forty multi-lingual employees, working with our Recruitment Partner Collins McNicholas. We are satisfied with the availability of multi-lingual applicants to meet our requirements, and based on our recruitment experiences to date I am confident that we will be able to successfully grow our Irish facility to 100 employees per end 2014, as per our current plans.*

Dermot Ainsworth

Executive Director of Global IT and Operations

NPD Group

090 64 61301

[Dermot.ainsworth@npd.com](mailto:Dermot.ainsworth@npd.com)

**Table 2. Overview of placements from 2010 - 2017**

Year	No. of placements	Job Titles
2010	17	Operations Manager x 1 Data Classification x 16
2011	20	Reporting Analyst x 3 Data Classification x 17
2012	13	Senior Security Analyst x 1 Data Classification x 8 Security Analyst x 1 Helpdesk Analyst x 2 Data Reporting x 1
2013	6	Data Classification x 4 HR Business Partner x 1 IT Security Analyst x 1
2014	6	Data Classification x 6
2015	38	Data Classification x 34 Reporting Associate x 4
2016	24	Data Classification x 23 NDP Manager x 1
2017	1	Data Classification x 1
<b>TOTAL</b>	<b>125</b>	

## **Conclusion**

Following a very successful pilot, NPD confirmed Athlone as their permanent Global IT & Operations location. Since then Collins McNicholas has continued to work alongside and assist NPD in their recruitment process of skilled multi-lingual teams.

All of the original five Data Classification Analysts have since been promoted to Team Leaders and the original Operations Manager has been appointed as the Executive Director, Global IT & Operations.

As of April 2017, NPD employ over 100 people in Ireland providing a service in English, Spanish, French, Italian, German, Polish, Latvian, Slovakian, Dutch and Portuguese languages.

## **Contact Details**

---

**For further information please contact:**

Niall Murray  
Managing Director  
Collins McNicholas  
00 353 71 9142411  
[niall.murray@collinsmcnicholas.ie](mailto:niall.murray@collinsmcnicholas.ie)

Mary Mullin  
Regional Manager - Midlands  
Collins McNicholas  
00 353 90 6478104  
[mary.mullin@collinsmcnicholas.ie](mailto:mary.mullin@collinsmcnicholas.ie)