

Strategic Recruitment Partnership with Executive Integrity and Radio Holland



Radio Holland, a global leader in maritime communications and navigation systems, embarked on a mission to centralise their sales function. Historically, each country operated its own sales team independently, which led to isolated strategies and limited collaboration.

The company needed a unified global sales structure, where all sales functions would report to a central Sales Director. To support this restructuring, Radio Holland sought Business Development Managers (BDMs) across the Netherlands, UK, Norway, and France.

Radio Holland partnered exclusively with Executive Integrity to find high-performing talent capable of driving this global initiative.

Radio Holland's Hiring Challenges

Radio Holland needed to recruit senior Business Development Managers (BDMs) across four countries - the Netherlands, UK, Norway, and France - to support their newly centralised sales structure. These roles required deep expertise in maritime communications and navigation systems, alongside the ability to drive new business and manage key client relationships.

A critical requirement for the candidates was sector-specific experience and pre-existing industry networks, ensuring they could make an immediate impact. However, the top talent in this field is typically passive, meaning a headhunting approach was necessary to attract the right professionals.

Managing this process across four countries added another layer of complexity. Radio Holland's internal resources were stretched, making it difficult to cover all regions effectively. Given the need for a precise and targeted recruitment strategy, they turned to Executive Integrity to conduct a focused headhunting campaign, ensuring the right talent was secured across all markets.

"I can truly recommend Executive Integrity for recruitment purposes, as we worked closely together during my time at Radio Holland. The team was patient, proactive, and professional throughout the process. It was a pleasure!"

Sjors de Haas, Regional HR Business Partner
Radio Holland

The Hiring Manager



Sjors de Haas
Regional HR Business Partner - Europe
Radio Holland

Sjors de Haas oversaw Radio Holland's HR operations across nine countries, including Belgium, France, Germany, and the UK. His leadership was crucial in managing the recruitment for Radio Holland's new unified global sales structure.

Year founded

1916

Industry

Maritime Electronics

Entity

Radio Holland

Headcount

700+

Challenge Summary

Radio Holland needed to hire senior Business Development Managers across four countries, requiring specific expertise in maritime technology and strong industry networks.

The best candidates were passive talent, demanding a targeted headhunting approach. With limited internal resources to manage a complex multi-country search, Radio Holland relied on Executive Integrity to find and secure the right talent.

Solution Summary

Executive Integrity conducted a highly targeted headhunting campaign across four countries, identifying and engaging passive talent with the specific expertise required in maritime communications and navigation systems.

By leveraging their deep industry knowledge and extensive network, Executive Integrity successfully placed five senior Business Development Managers, ensuring each candidate had the skills and industry connections to contribute immediately to Radio Holland's global sales strategy.

Industry experts with integrity - Supporting Technological Innovation

Executive Integrity's approach to Radio Holland's recruitment challenges was based on our deep understanding of the maritime communications and navigation sector. We recognised the need for a global headhunting strategy to source candidates with the seniority and specific expertise required. Our search spanned multiple countries, leveraging our extensive network to tap into passive talent pools across Europe and identify candidates capable of driving both regional and global sales success.

Our recruitment strategy included a detailed assessment of over 30 professionals per role, focusing on technical expertise, business development skills, and cultural fit with Radio Holland's evolving sales team. This ensured that the shortlisted candidates were not only suited to immediate needs but also positioned to support Radio Holland's long-term global sales transformation.

Radio Holland's Candidate Impact



Andrew Francis (BDM, UK)

With over a decade of maritime and satellite communications experience, Andrew Francis is set to drive Radio Holland's UK sales. His background at AST Marine Networks, SeaTec Communications, and e3 Systems, along with expertise in satellite and VSAT solutions, makes him a valuable asset in expanding the company's market presence.



Ryan van der Linde (BDM, UK)

Bringing 20+ years of marine electronics experience, Ryan van der Linde is well-equipped to lead UK business development for Radio Holland. With a strong track record in sales growth at SMD Telecommunications and SIRM UK Ltd, his expertise in safety and navigation systems positions him as a key contributor to the company's expansion.



Sindre Alnes (BDM, Norway)

Sindre Alnes brings extensive experience in maritime satellite communications from Inmarsat and ShipEquip. His success in managing large accounts and driving growth makes him a strategic asset for enhancing Radio Holland's presence in Norway.



Tineke Linders (BDM, Netherlands)

Tineke Linders offers vast experience in maritime business development, previously holding roles at Inmarsat and ShipEquip. Her ability to manage multinational clients and drive sales will be pivotal in strengthening Radio Holland's Dutch market.



Wassila Idrissi (BDM, France)

Wassila Idrissi combines business development expertise with international experience from CMA CGM in France and Mozambique. Her success in managing large budgets and driving revenue growth makes her a key leader in expanding Radio Holland's sales in France.