



## About ETL Systems Ltd

- Specialist in RF equipment for 25 years.
- Award winning Worldwide Supplier
- Winners of the 2007, 2009 and 2013 Queens Award for Enterprise
- ISO 9001 accredited
- 75 Staff in 3 Offices



Ian Hilditch, CEO, ETL Systems Ltd



Dr Esen Bayar, CTO, ETL Systems Ltd

## About First Flight

- Specialist headhunting firm focused on Chair and Non-Executive Director search
- Largest database of high calibre Non Execs away from 'the usual suspects'
- Skills-based approach
- Understands FCA/PRA regulated businesses
- Experienced in helping Mutuals, AIM and Growth companies
- Affordable, success-linked fees
- Committed to recruiting on merit giving due regard to the benefits of diversity

## Case Study

ETL is a fast growing company who design and manufacture radio frequency (RF), satellite communications equipment for the global commercial and defence markets. They are one of the world's market leaders, with offices in the West Midlands, London, Washington DC and Dubai).

Upon the retirement of their Non-Executive Director ETL asked Vistage, the CEO Executive Coaching Group to recommend a modern search firm with a reputation for providing effective Non-Executive Directors and First Flight was quickly suggested.

Ian Hilditch, CEO of ETL Systems said **"Using First Flight for the first time was a great experience for us. They took the time to meet with us and to clearly understand our needs. The outcome was fantastic"**.

Chris Spencer-Phillips, First Flight's Managing Director, explained how the role specifications evolved. "ETL Systems Ltd needed a Non Exec, with Board-level experience who would act as a facilitator and mentor, and also contribute to, and challenge, the company's strategy. The ideal candidate would have a track record of entrepreneurial success in the TMT sector, preferably achieved by leading a young company and scaling it to a successful exit."

With the brief confirmed, First Flight started its search, leveraging its own database of high calibre NED candidates, using its contacts to find new ones and advertising the role openly. Ian goes on to say that **"At every stage of the process, First Flight were assessing potential candidates against our specific requirements to ensure the best fit from a cultural point of view, as well as from a skills and experience perspective."**

A detailed scorecard was produced by First Flight highlighting the key areas needed and the strengths and weaknesses of the long listed candidates. With this information Chris Spencer-Phillips conducted initial interviews before selecting a shortlist of five candidates for Ian Hilditch and Dr Esen Bayer, ETL's CTO to interview face to face with Chris also attending in a supporting role. Two exceptional candidates were invited back for a second interview, after which ETL made their final choice: Dr Fredrik Verkroost, a former COO of ICO Global Communications and Head of Corporate Development and Transformation at Landis & Gyr/Electrowatt and currently Non-Exec Chairman at K2 Entertainment Holdings.

Dr Fredrik said: **"Due to the very specific high-tech nature of this SME business, I was impressed how First Flight sourced experienced candidates with relevant industry know-how and also arranged for a psychometric test. I can highly recommend First Flight to Companies in need of adding experience to their Boards."**

Ian summarised: **"We feel that the selection of our new NED has proved to be an excellent fit. Our experience with First Flight met all our expectations in various aspects of the candidate selection and appointment process. We found First Flight's team to have an excellent ability to search, identify and match candidates to a specific role requirement and competencies, which combined with their strong awareness of our culture and brand, adds great value to the partnership"**.



Dr Fredrik Verkroost

Successful NED Candidate



Chris Spencer-Phillips

Managing Director, First Flight