

## CASE STUDY 2

# GLOBAL SEARCH. LOCAL START UP

### Renaissance Capital Consumer Finance, Moscow

#### Senior executives for start-up team

Bank Renaissance Capital was set up in 2004 to provide finance to a Russian population whose increasing wealth enables them to buy consumer goods and services on credit.

The new CEO, previously with American Express, needed experts in all aspects of consumer finance who would accept the challenge of a start-up in Moscow. He asked Wrightson Wood to find technically skilled candidates who would also be able to adjust to living in a new country, in a young organisation, in an unfamiliar commercial, legal and regulatory environment.

We have now found the Risk Director, a Brazilian from a US multinational in Lisbon; a Briton from a French multinational who is now CEO of a new venture in Ukraine; the COO, a German from a Middle East bank; and the Director of Lending, a Briton from a US multinational in Moscow.

Our success depended on a thorough understanding of the consumer finance industry; on our international search experience; and on straightforward communication with the client and candidates.

**“Service orientated in their delivery, approach and execution they are clearly the premium service providers in the recruitment industry.”**  
**Michael Madden, RCCF CEO**