

Kodak Alaris

WIDENING THE TALENT POOL TO FOCUS THE SEARCH

Overview

First established in 2013, Kodak Alaris is a B2B Technology business specialising in Intelligent Document Capture and Information Management solutions. Operating from bases in 12 countries the

company sells in over 100 countries globally. Kodak Alaris approached us to support them with a search solution to identify the right candidate for a key hire in their US-based Global Product team to support its ongoing strategic development.

SECTOR B2B/Enterprise Information Management solutions

REGION United States

REACH Offices in 12 countries, operating globally



“I wanted an intimate level of understanding of what we needed and a more personal in-depth relationship involving time and attention. I got that from working with Alex from the beginning to the end of the process.”

JOHN BLAKE | SENIOR VICE PRESIDENT, KODAK ALARIS

Challenge

Since its relocation to Rochester Technology Park in 2018, the Capture and Information Management arm of Kodak Alaris has been strategically transitioning from a hardware and services offering to providing software and solutions.

To complete this transition effectively, the company needed additional talent.

1 The first challenge in the search was geographical.

The company is based in Rochester, New York. Its competitors in document management are more widely located across the US. Therefore, the immediate geographical talent pool was limited from an industry perspective.

2 The second challenge was around brand perception.

There can be associations made with the Eastman Kodak Company. Kodak Alaris would need to tell the story of its own distinct identity, journey, culture and values very clearly to make its candidate attraction much more powerful.

Methods

“The targeted approach worked well, and we saw good quality candidates.”



Ernest Hunter Green’s MD, Alex Cooper, built a close working relationship with the client, gaining valuable insights into the business, its culture and its needs.

This information was invaluable in defining the correct strategy to widen the talent pool significantly. It would involve an industry-wide executive search process covering the whole of the US.

The methodology included research of existing and potential industry competitors from whom Kodak Alaris could envisage the relevant product knowledge existing. From there, all possible candidates were identified, approached and assessed.

The executive search was careful, measured and thorough. The entire process was forensic and exhaustive. It took four months from beginning the search to selecting and enrolling the successful candidate.

Kodak Alaris put their trust in this extended process and our ability to deliver results.

Process



Outcomes

Essentially, our strategy was about telling the brand's story, shining a light on its positive culture, exploring an industry wide talent pool and managing candidates throughout a structured assessment process.

“Alex did a very good job managing the communications, schedules and logistics of the different time zones, and we got a very good candidate that we foresee being a key, long-term employee.”

In order to build for the future, Kodak Alaris needed to attract, recruit and retain the right people to support its long-term development.

The thoroughness of our approach should mean the company has hired the long-term talent it needs.

Kodak Alaris's Global Marketing division has since asked for Ernest Hunter Green's help to recruit a Global Solutions Marketer to further support the company's transition to a software oriented, solutions provider.



“I would absolutely work with Ernest Hunter Green again and we will continue to refer your firm internally. Other areas of the business are considering using Ernest Hunter Green's services for upcoming opportunities in their teams.”

JOHN BLAKE | SENIOR VICE PRESIDENT, KODAK ALARIS

Search solutions

**Ernest Hunter Green,
supporting businesses to
achieve their leadership
hiring plans.**

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