



Spotlight: B2C

Based in Palma, Italy, Barilla is an Italian family-owned food company and the world's largest pasta producer. Established in 1877, it's now an international Group present in more than 100 countries. Barilla believes that good food can bring people together while creating a positive change in the world.

A challenging brief, requiring a different perspective

28 placements over 3 years

Barilla first approached EMR back in 2020 when they were looking to diversify their talent pool and build out their brand-new Business Acceleration Team (BAT) in London. At the time, they had no UK presence, with everything based out of their headquarters in Palma. EMR tendered for the work and were appointed on a retained and exclusive basis.

This was a very exciting and challenging project from the start; the BAT was an innovative initiative and the brief from Barilla required EMR to approach this project from a very different perspective. Before we even began the hiring process, we spent considerable time with Barilla planning the recruitment project. Once we understood their needs, we structured the whole team for them.

We then used our niche market knowledge and sector expertise to conduct an extensive headhunting exercise to find and identify the best talent within FMCG and external industries. The roles on offer and type of

people sought were not your typical 'cookie cutter' profiles – we had to source people who could effectively do jobs they had never done before, which meant assessing candidates on their future potential and capabilities. Culturally, Barilla have high-performing, ambitious, driven and very inquisitive staff, so any shortlisted candidates also had to be the right fit for this innovative environment.

It was a complex brief, but EMR rose to the challenge and successfully hired the entire team in the required timeframes before the BAT officially launched. The team has already achieved some great things globally, such as Barilla's Open Carbonara inclusivity event, and a number of the candidates hired have since gone on to be promoted.

The Business Acceleration Team covers a range of roles across digital transformation, ecommerce, data science, content, social media, and advanced analytics and insight, from director level down to associate / junior.

“I worked closely with Rebekah and the EMR team as we were putting together our digital centre of expertise in London. It was December 2020 and we were recruiting virtually, into a team that didn't yet exist, in an office that was not yet built and the people we were looking for were entirely unlike anyone we'd ever hired before! Rebekah was superb at quickly understanding that we needed more than usual. Over a few weeks, we worked together to refine briefs and search criteria until we met the right people. As I write this in late 2022, I give great credit to Rebekah and the EMR team for the quality of the team that we have built and the dazzling array of talent that we have been able to bring into the business. I strongly recommend Rebekah to anyone who is looking for strong digital talent.”

Guy Keeling, VP, Global Digital Commerce at
Barilla Group

Roles we've recruited for DC Advisory include:

Project Managers	Community Managers	Digital Shelf & e-Commerce
Mar-tech Managers	Purchasing & Procurement Managers	Global e-Commerce
Content Managers		Content Manager
Data Scientists	Global Newsroom, Content & Social Director	

More than recruitment: going above and beyond

Such was the extent of this hiring exercise, EMR became an extension of the Barilla team and more than just a recruitment company. As a trusted adviser, we facilitated interviews and help set tasks, supported with benchmarking advice and conducted regular market mapping exercises. We also coached a number of Barilla leaders with their own interviewing skills, as well as supporting with onboarding processes for the first three months.

EMR even went above and beyond the traditional requirements of the project to help Barilla with sourcing their office in London. They didn't have much knowledge of the city, so we helped advise on the best location to set up their London HQ.

Due to the size and complexity of the project, EMR held regular update meetings with HR and senior leaders at Barilla to make sure timelines were being met. EMR was so successful with the recruitment project, that the entire team was in place before the London HQ was ready. And so, in a very unique situation, the whole Business Acceleration Team started working remotely, before all going into the new office at the same time.

EMR continues to work with Barilla on an exclusive basis, and we are proud to watch the BAT team and our relationship go from strength to strength.

“I have been incredibly fortunate to work with Rebekah to help establish a very new team in the area of data science, analytics and engineering over the last six months. Not only does she deliver a really high calibre of candidates, but she does so in such a friendly, professional and warm manner. She has a deep knowledge of the data recruitment area. I think that a lot of the people who we have hired with her support, have been recruited due to her engaging and knowledgeable communication style, and the great rapport she builds with candidates. She is always quick to respond to a message, flexible to change asks depending on needs, and always there to help. I couldn't recommend Rebekah more and am very excited to continue working with her as our team grows.”

Lyndsay Weir, Chief Analytics and Insights Office,
Barilla Group

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✉ hello@emr.co.uk
☎ +44 (0) 207 850 6200
🖱 www.emr.co.uk
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