

# Introduction to **VisionFR Limited**

# Agenda

- Who we are & what we do
- Why VisionFR Limited
- Process
- Headline terms
- Clients

# Who we are & what we do

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- **Specialist Financial & HR recruitment & talent search consultancy** for the media, marcomms, creative and design industries
- Permanent, contract and temporary positions
- Founded in 2010 by Deborah Broadbent ACA, former CFO and Commercial Director for Marketing agencies, Partnered by Greg Broadbent ACA also former FD from Public Relations and Advertising – Both of us have great understanding of M&A, MBO's, Equity Finance and the Marcomms sector in general.
- We are a small team of 6, who work closely with our clients on all briefs
- Most of our work is repeat business and is almost always referred into us in the initial instance
- We recruit/ find talent at all levels from CFO, FD's FC's, Management accountants and transactional staff – also HR directors & Managers
- All our consultants are qualified/ or part qualified accountants with first-hand knowledge of working in the Marketing communications sector

# Why VisionFR

## *Improving the quality of finance & HR teams within Creative, Media and Marketing Communications businesses*

- We started **VisionFR** in 2010, with an over-riding mission to improve the quality of financial teams within creative communications & people businesses – this remains our genuine objective for every client assignment that we work on.
- We want you to have total confidence in your investment in financial & HR recruitment. We are consultative in our approach and want to help you successfully grow your business by helping you employ great financial & HR talent. Vacancy “fill-rate” is 100% for exclusive appointments unless brief is pulled; and 70% when competitive or against internal recruitment. We pride ourselves on being the best in sector.
- We are passionate about getting things right and pride ourselves in really understanding both our clients’ and candidates’ needs. Our sector knowledge and hands-on experience is second to none.

***Honest : Flexible : Collaborative : Intuitive : Supportive***

# Our Process

- Meet, establish issues/ requirements/ culture
- Exclusivity & T&Cs
- Decision making process & timelines

Aim to establish long term relationship

Client brief & qualification

Candidate search

- Bespoke database of c: 19,000+ candidates
- Network
- LinkedIn connections
- Advertising

- Offer & negotiation
- Support with references
- Arrange start date

Offer & Appointment

2<sup>nd</sup> / 3<sup>rd</sup> interviews

1<sup>st</sup> interviews

- All candidates vetted/screened prior to submission
- Submit up to 5 CVs to client
- Discuss with client as necessary
- Feedback between client & candidate post interview

- Establish format/ timing of next round interviews
- Feedback between client & candidate post interview
- Offer

# Headline Terms

- Competitive commission rate based on employee remuneration
- Partial refund over months 1-3 if candidate leaves the position (other than client restructuring/redundancy); or free replacement – this is a rare occurrence
- Full T&Cs to be agreed prior to commencement of work

# (Some of) Our Clients



BROADWICK  
STUDIO

BBH

RANKIN GROUP



emperor



Empello.



KHWS Frank.



AVENIRGLOBAL

Dalziel  
& Pow



# What they say...

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- *"Market knowledge, history in the industry and closeness to both candidates and clients drive their phenomenal success rate."* Portfolio CFO
- "I was introduced to Debs when I was looking for a temp. I found her knowledgeable and she placed an excellent candidate. I then went on to use her for two permanent vacancies. Although I used other agencies for those positions as well, Debs supplied me with extremely high calibre applicants, who not only matched the requirements of the role but took into consideration the Company's work ethos as well as mine. I will definitely be using VisionFR again in the future" Finance Director, Wasserman
- *"If you want focused expertise in finding your FD or senior FC, look no further. VisionFR ensures that you have a choice of quality candidates – VisionFR does NOT do the 'usual' of just acting as a post box between CVs of hopefuls and prospective employers. Be prepared to be impressed!"* FD, Adjust Your Set
- Debs is my Problem Solver. With her background of senior roles in agency finance she really knows, not just understands, the issues agencies face and hence the candidates that will succeed. Behind her delightful demeanour is someone who has a real passion for agencies and the people that make it happen" FD , Dalziel & Pow
- *"We briefed VisionFR with what we thought was a challenging brief – to replace our head of finance after 18 years' service. They immediately understood our requirements and sent us 3 carefully considered candidates – any of whom we would have employed – so we were spoilt for choice! If only every other recruitment process could be this efficient."* Director, KHWS
- "Deborah is more than just a recruitment consultant, she has great experience in the marketing arena and really understands what qualities are needed for a great fit. It's a pleasure working with her and she always provides really good people, regardless of the seniority of the position needing to be filled, that are right on brief. She is, without doubt, the best recruiter I have worked with at my time at RPM." Commercial Director, RPM
- *"If you're looking for the right finance people for an agency, you don't need to look further than VisionFR. Debs been in the business long enough to know everybody and what makes agencies work, and being such a good sort, is really good at making sure people will fit together. She's also good fun – and quite often the last to leave a party!"* Managing Director, AML





# Thank you

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