



BBC World Wide: Director of Advertising Sales



01. Background

BBC Worldwide is the commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). It exists to maximise the value of the BBC's assets for the benefit of the licence fee payer by creating, acquiring, developing and exploiting media content and brands around the world.

BBC Worldwide also focuses on creating value from BBC content and showcasing British talent both in the UK and international markets. In the past five years the company has invested over £1bn in the UK's creative sector making it a major supporter for this increasingly important part of the 'UK plc'. It also sells programmes and formats produced by more than 500 different UK independent producers. In 2009/10 the company saw sales rise by 7% to £1074m - exceeding the £1bn mark for a second year.

02. Engagement

Augmentum were engaged by BBC Worldwide to recruit a Director of Advertising Sales for BBC.com, the corporation's website targeted at BBC audiences outside the UK.

03. Search principles

Augmentum undertook a global search primarily centred around the New York and West Coast US online media advertising market. Inevitably, part-commercialisation was a controversial proposition, and one which stimulated a very public debate in the worldwide press. Therefore sensitivity and discretion was required, both in terms of our search process, and the type of individual we were looking for.

The ideal profile included the necessary commercial capability to ensure that BBC Worldwide reached its revenue and growth targets, but also experience of leading businesses through periods of change in which competing values must be aligned. In common with many of the search exercises that we undertake, a successful conclusion depends on many factors other than going for the obvious candidate in the obvious competitor.

04. Outcome

Through working closely with our client we were able to identify and attract, from a leading US online internet brand, an individual who over the last three years has helped transform BBC.com from a free service to one of the world most desirable sites for premium brands looking to advertise online.