



Vodafone: Global Head User Experience

01. Background & Our Engagement

In the summer of 2009 Augmentum were engaged by Vodafone to undertake an assignment to recruit an individual to head up Global User Experience and Design for Vodafone 360, a significant investment by Vodafone into building a global footprint in the Mobile Internet Services Space.

As with any global search the initial key challenge was to quickly identify and map the talent communities within multiple local markets. Our local office presence within the US and South East Asian markets was of particular value in helping us quickly access the individuals needed to approach.

02. Search Principles

The search was highly specialist in nature with a small talent pool of potential candidates being located in a few select geographic hotspots around the globe, namely the UK, Scandinavia, South East Asia and the West Coast of the US.

The talent was to be found primarily within mobile handset manufacturers, technology companies and a small number of niche design houses. The brief was complex. The successful candidate would have to join a business going through rapid growth and development – in large part caused through the acquisition and integration of specialist mobile software businesses, but also through the sheer pace necessary to meet ambitious product launch deadlines. The individual would need to manage design and development teams based out of three European locations alongside an intricate mix of important internal stakeholder relationships.

03. Outcome

Within five weeks of commencing the search we had identified five shortlist candidates located across three continents. The ultimately successful candidate came from a globally renowned Bay area software company.