



World Gold Council: CFO & Operations Director



Testimonial from Aram Shishmanian, CEO; "The essence of a good executive search firm is to understand a client's strategic ambitions, the strength and gaps within existing leadership capabilities and thereby identify candidates who not only fill the functional role but add significantly to the strength of the team. Augmentum has this trait in abundance and does this with real skill." (April 2011)

01. Background

The World Gold Council is the market development organisation for the gold industry. Working within the investment, jewellery and technology sectors, as well as engaging in government affairs, its purpose is to provide industry leadership, whilst stimulating and sustaining demand for gold. The WGC researches and gives insight on the international gold markets, helping people to better understand the wealth preservation qualities of gold and its role in meeting the social and environmental needs of society. Based in the UK, with operations in India, the Far East, the Middle East, Europe and the USA, the World Gold Council is an association whose members include the world's leading and most forward thinking gold mining companies. These companies account for approximately 60% of corporate gold production. The use and application of gold is varied and extensive, ranging from its role in technological applications to being a preserver of wealth, for example. Accordingly, the role of the WGC is manifold.

02. Our Engagement

Following the appointment of a new CEO, Augmentum was initially engaged to find two Executive Committee members; a Chief Financial Officer and a Director of Operations. These functions would be tasked with working with the leadership team to create a more agile and streamlined organisation in a time of high growth and varied opportunity. The goal? To refine the organisation's role as the global authority on gold, and the primary source of informed opinion and advice for stakeholders and decision makers accordingly.

02. Search Principles

Due to the unique nature of the WGC's business, this was not a prescriptive search. Diversifying the executive was also a key objective: we were looking for people from a broad range of organisations over a wide geographic spread. Individuals targeted ranged across three continents and shared backgrounds within some of the world's most respected corporations together with

the tier one strategy firms. All targeted candidates had experienced significant success within their career to date and all had demonstrated a breadth of experience, capability and success within organisations undergoing change.

04. Outcome

Both searches were completed ahead of forecasted scheduling and, since then, we have handled a further seven pieces of work throughout Europe and the Far East. We have delivered candidates of exceptional ability; value creation is at the forefront of all of our work.