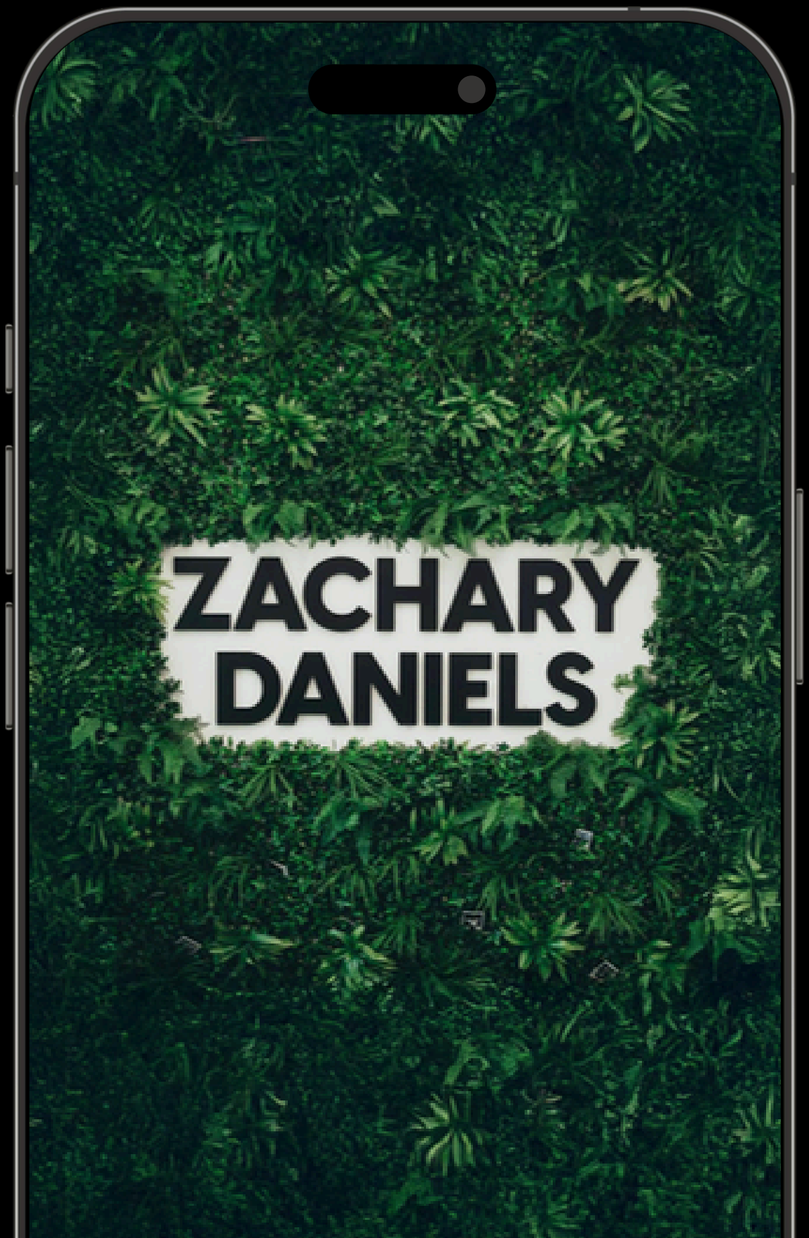
ZD SEARCH



INTRODUCTION

SENIOR & EXECUTIVE SEARCH, BUILT ON INSIGHT, PARTNERSHIP AND LONG-TERM IMPACT

At senior and executive level, a hire doesn't just fill a gap.

It changes direction.

The right leader can shape the culture, performance and future of a business. Getting that decision right matters.

That's where ZD Search comes in.

We work closely with boards, founders and senior executives to understand what the business really needs and find the people who can make a difference.

For us, executive search is about:

- Understanding the business, its challenges and why the role exists
- Knowing the market and identifying people you might not otherwise reach
- Representing your brand properly and being honest about the opportunity
- Giving you the insight and advice to make a confident decision

We take the time to understand. We challenge when needed. And we stay close throughout.

Because at this level, it's never just a hire. It's a leadership decision that has to last.





WHAT ZD SEARCH IS BUILT FOR

ZD Search supports businesses making important senior and executive appointments. We typically work with boards, founders and leadership teams when they're:

- Making their first senior hire into a growing or founder-led business
- Appointing a leader to drive growth, turnaround or transformation
- Replacing someone in a confidential or sensitive situation
- Hiring where culture and leadership style matter just as much as experience

At this level, finding candidates is only part of the job. Understanding what the business really needs is just as important.

What does the business need this person to achieve?
What kind of leader will succeed here?

That's where ZD Search adds value.

We help shape the brief, challenge thinking when needed and bring honest advice throughout the process.

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OUR APPROACH

Every executive appointment is different. But there are four things you can expect from every ZD Search assignment.

Insight first
We take time to understand your business, why you're hiring and what you need this person to achieve. Getting the brief right from the start makes all the difference.

Proper market mapping
We don't just rely on our database or existing contacts. We look across competitors, related industries and emerging talent to find the right people, wherever they are.

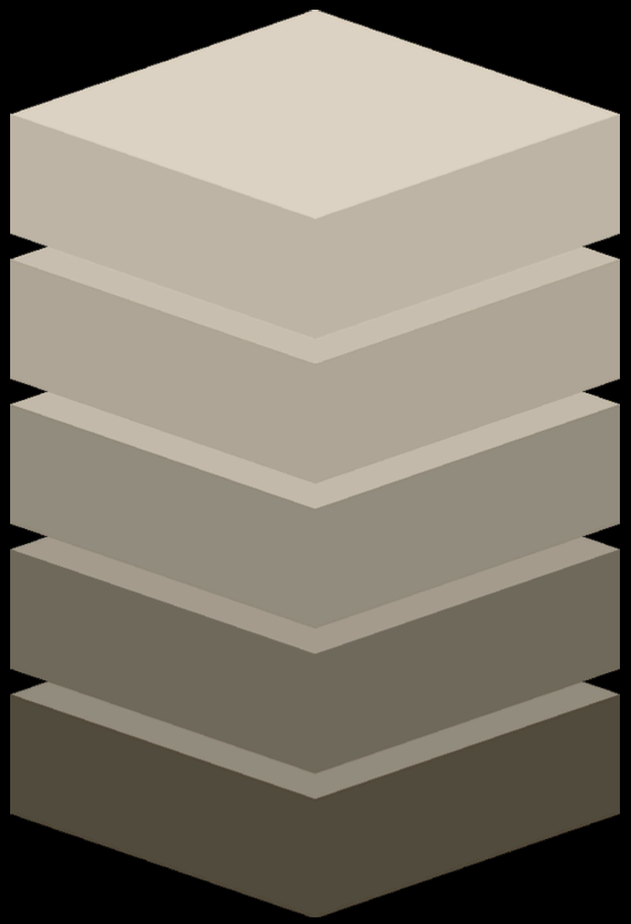
Credible, human conversations
Senior candidates expect discretion and honesty. We represent your business professionally, build genuine relationships and give people a clear picture of the opportunity.

Close partnership throughout
We stay involved from the first conversation through to offer and beyond. We share honest feedback, challenge thinking when needed and help you make the right decision.



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THE SEARCH PROCESS



BRIEF & CONTEXT

We start by understanding your business, why you're hiring and what you need this person to achieve. We agree what success looks like before starting the search.

MARKET MAPPING & INSIGHT

We research the market, looking across competitors, related sectors and emerging talent. This gives us a clear picture of who's out there and where to focus our search.

SEARCH & REAL CONVERSATIONS

We approach senior leaders directly and discreetly, including those not actively looking. We look beyond CVs to understand their experience, leadership style, motivations and suitability.

INCLUSIVE SEARCH

We look beyond familiar networks and traditional backgrounds to reach a wider range of talent, helping us build a strong and diverse shortlist.

RECOMMENDATION & DECISION SUPPORT

We present a carefully selected shortlist, sharing honest feedback on each candidate's strengths, potential concerns and suitability to help you make the right decision.

OFFER, TRANSITION & ONBOARDING

We support both sides through offer, resignation and onboarding, staying involved as your new leader settles into the business.

WHY ZD SEARCH?

The right advice.
The right people.
A search built around your business.

We know that choosing a senior leader is a big decision. You need more than a list of candidates. You need a search partner who understands your business, knows the market and gives you the confidence to make the right appointment.



WHAT YOU CAN EXPECT FROM US

Clear recommendations, not just CVs
We give you a carefully considered shortlist, with honest insight into each candidate's strengths, experience and suitability.

Honest advice, even when it's challenging
We'll tell you what we're seeing in the market, share potential concerns and challenge your thinking when we believe it will help.

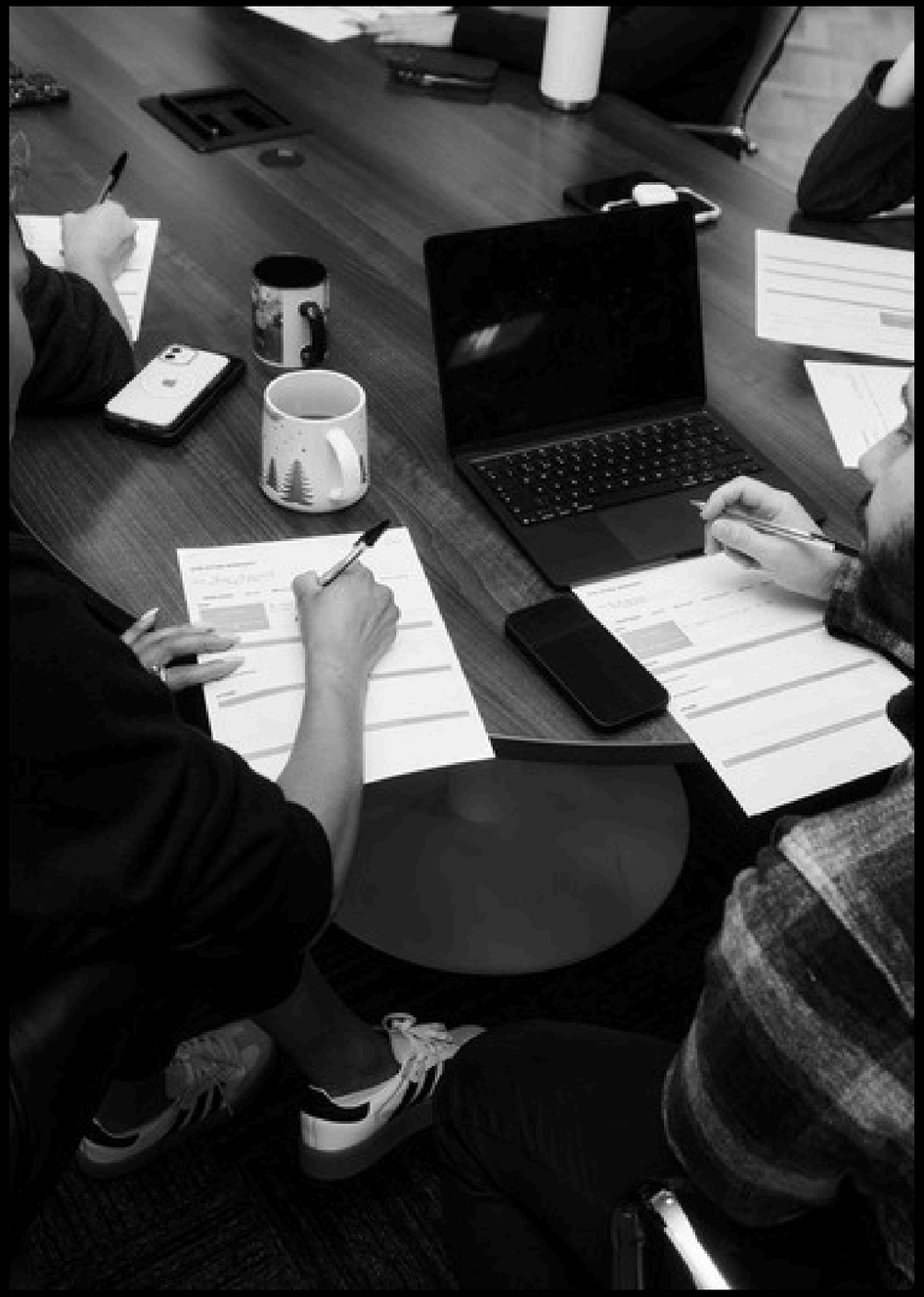
Senior involvement from start to finish
You'll work closely with experienced search specialists who stay involved throughout the assignment.

A search that works for your business
Some appointments need a discreet approach. Others benefit from a wider, branded campaign. We'll agree the right approach with you rather than applying the same process to every role.

A partnership that goes beyond the appointment
We stay close through the offer, resignation and transition, helping both you and your new leader get off to the best possible start.

Our goal is simple:
To help you appoint a leader who makes a lasting difference.

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OUR EXECUTIVE SEARCH EXPERIENCE

We support retail, consumer and ecommerce businesses with senior and executive appointments, including:

- **Managing Director** – Appointing a leader to drive business growth and operational change.
- **Chief Operating Officer** – Finding the right person to support a founder-led business through its next stage of growth.
- **Senior Commercial Leadership** – Building leadership capability to support international expansion.
- **Chair & Non-Executive Directors** – Helping businesses strengthen their boards with experienced leadership.

Every appointment is different, but the goal is the same: finding the right person to make a real difference to the business.

Explore more about Zachary Daniels and the brands we work with:

www.zacharydaniels.co.uk

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THE SEARCH TEAM

ZD Search is led by experienced recruitment leaders who understand businesses, people and senior appointments.

You work directly with people who:

- Have built and led recruitment teams
- Understand the challenges of growing a business
- Work closely with founders, boards and senior leaders
- Take responsibility from brief to appointment and beyond

You'll have a named partner who understands your business and stays involved throughout.

You'll also benefit from the wider Zachary Daniels team's specialist knowledge and relationships across retail, consumer and ecommerce.

Experienced people. Direct relationships. A commitment to getting it right.



ZAC CLEMENTS

Working with **VC-backed** and **privately owned** businesses to appoint senior leaders who can drive their next stage of growth.



WINSTON JOHNSON

Helping businesses appoint **senior finance leaders** who understand growth, risk and long-term performance.



JOANNA PENNEY

Championing **women in leadership** and helping businesses appoint senior leaders who bring commercial expertise and drive growth.



STACEY JEPSON

Helping retail and consumer businesses appoint **senior HR, People and Talent leaders** who build strong teams, shape culture and support business growth.



NICK IRVING

Working with major retailers in **complex, regulated environments**, including airport and travel retail, to appoint senior leaders.



ALAN CREED

Helping retailers appoint senior leaders across **store operations** and head office functions to improve business performance.



LEANNE SPENCER

Helping businesses appoint **senior digital and marketing** leaders who drive growth and develop brands.



MARC YOUNG

Helping consumer businesses appoint **senior commercial and supply chain leaders** who drive performance and growth.

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OUR COMMITMENT

When you work with ZD Search, you can expect experienced people who understand your business, communicate openly and take responsibility for getting the appointment right.

You can expect:

- Clear, honest communication throughout
- Advice based on genuine market knowledge
- A search process that respects your time and your brand
- Candidates who are treated professionally and kept informed
- Support that continues beyond the appointment

For us, success isn't just making a placement. It's finding a leader who makes a lasting difference to your business.

THE STRENGTH OF ZACHARY DANIELS

ZD Search is part of Zachary Daniels, a specialist recruitment business working across retail, consumer and ecommerce.

That means you benefit from more than executive search expertise.

You also have access to:

- Specialist knowledge across retail operations, head office and leadership
- Established relationships with people and brands across the industry
- Insight into hiring trends, salaries and the wider talent market
- Support with recruitment at other levels as your business grows

Whether you're appointing a new CEO, building a leadership team or growing the wider business, we can support you.

One business. Specialist expertise. People who understand your market.

If you're considering a senior or executive appointment, we'd love to have a conversation.

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ZACHARY DANIELS

We change lives. One position at a time.

Retail Operations | Hospitality & Leisure | Sales | Business Support | Supply Chain, Logistics & Self Storage | Health, Safety & Quality | Buying, Merchandising & Wholesale | Design, Technical & Production | Marketing & Ecommerce | Technology | Human Resources & Talent | Finance | Consumer & FMCG | Executive Search | International Roles