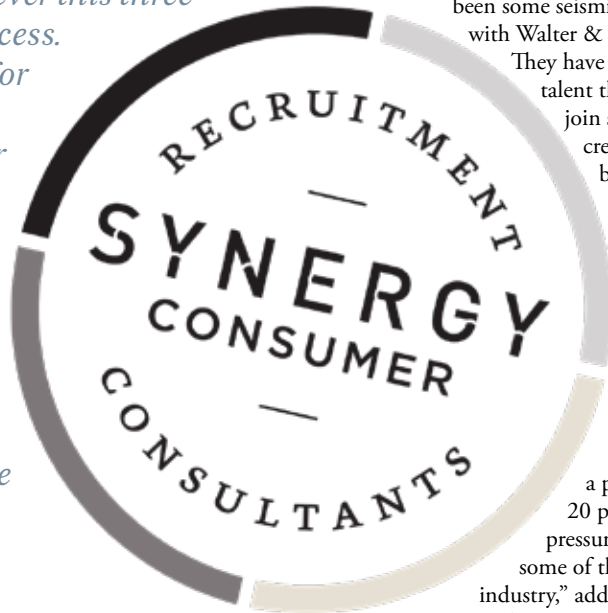


# OPPORTUNITIES IN FMCG RECRUITMENT

*In 2013, Kevin O'Shannessy, Hamish Marr and Johnny Bass founded the recruitment agency Synergy Consumer after working together for the past ten years and sharing the same passion for the FMCG industry. Recruiting in the fast-moving consumer goods industry is ruthless, however this three-man band has found success. "We saw an opportunity for an expert recruitment agency to deliver a higher level of service and experience to candidates and companies in the FMCG sector," said O'Shannessy. "We work on every assignment personally which has been our strategy from the start."*



Kevin O'Shannessy initially worked for Mainland in sales and marketing and later became the manager for the private label business for Countdown. He was interested in the FMCG industry because of the strong relationships that could be built. "I'm genuinely passionate about helping people with their careers and love the industry. It's nice to be doing something that you love and know that you could happily do it for many years to come."

The trio see many opportunities in the FMCG sector. "There have been some seismic shifts this year with Walter & Wild and Tip Top.

They have given potential talent the opportunity to join something new and create a future for these businesses," explained Marr. This year, Synergy Consumer were lucky enough to support Tip Top in forming their entire sales function, following their acquisition by Froneri.

"It saw us managing a project to recruit over 20 people. It was time pressing, but we delivered some of the best talent in the industry," added O'Shannessy. "We also managed a large project for

Walter & Wild, putting together the sales function. But some of the most rewarding work is helping individuals who have moved to New Zealand because of challenging circumstances in their home country."

The success of the recruitment industry, however, doesn't come without its challenges. O'Shannessy explained that finding talent in most areas was difficult, but especially across true brand management roles in marketing. "There is still a real need for great end-to-end consumer brand marketers, but the pool of talent is getting smaller all the time." As the career path is not as clear as it once was, it is getting harder to find potential talent.

Employers are looking for a range of skills when recruiting talent. "Soft skills, work ethic and a good attitude is where the real gold is," said Bass. "Commercial acumen across all functions is becoming more and more important as well." Employees on the other hand, are looking for great management, career prospects and a positive work environment. These are a few of the consistencies Synergy Consumer has found.

The future of FMCG recruitment remains patient as the lack of talent and most roles being difficult to fill requires professional guidance. "There will be a need for professionals to help organisations to find talent for some time to come." ■

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