

Erica Wilding

Erica has in excess of 9 years experience of headhunting across a range of different market sectors, latterly focusing on the Retail, Luxury goods & services markets.

Her career in headhunting started off with a small search firm based in Cobham, Surrey where companies hired Erica to search for individuals on salaries between £40k-£120k, on a results only basis. Here Erica worked on a number of different assignments including large projects with TK Maxx & Makro placing senior store managers and NatWest placing Area Managers who had come from high street retailers. The methodology adopted by this firm was to move as quickly as possible to interview so all contact with candidates was conducted over the phone. This gave Erica a wealth of experience of preparing individuals for interviews/assessments using the telephone as the main form of communication. She believes that during the six years at this firm she must have placed at least 170 individuals with a range of different types of companies and sectors.

She then moved to Norman Broadbent, a leading retained search consultancy in London. The types of assignments dealt with here are of a more senior level and candidates are all met with face to face (overseas candidates are either flown in or interviewed via video conference). Her focus here was on senior assignments within the Consumer space covering Travel, Leisure, Media and Retail. Over the last 3+ years she has been instrumental in placing 60 senior Managers, Directors and CEO's. In September 2008 she was moved over to re-establish Norman Broadbent's Retail practice which had not been particularly marketed for a number of years.

During her time in recruitment she has prepared a raft of individuals for interview. Some people require more coaching than others, and surprisingly the issues faced are similar whatever role you are being interviewed for. Erica is keen to highlight some basic rules to preparation and the way in which you should conduct yourself once you've secured that interview and have the opportunity to be memorable (but in a good way!). Erica is keen to share her experience of guiding people through the pitfalls of interviews in a way that hopefully will resonate with not only someone who has never been to an interview before but also with the seasoned interviewee.

Norman Broadbent is a leading search firm which has been operating for 26 years. It has offices in London, Europe and the US and covers a range of different market sectors including Retail, Media, Public Sector, Technology & Professional Services.