

Executive Summary

Newell Brands after many failed partnerships has decided to work for more strategic independence for which we require a Manager who is apt at driving growth, consumer industry and experience.

Selection Pools

We have identified candidate pools:

- Existing Consumer Company Managers and CEO
- Pen Companies in India
- Emerging Manufacturing Companies

How did we decide to shortlist candidates?

We primarily focused on Three factors for shortlisting:

- **Commitment**
Is the person already committed to the existing company they are working at?
- **Relevance**
Is the industry they are working at relevant to the Company?
- **Other Factor**
There are other factors like Cost, Experience and Ability.

KPIs

- Dependancy
- Reputation
- Manufacturing
- Partnership Costs