

## **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