



## Unifors: Case study Brunswick Marine in EMEA LLC.

### Description of the Company

Brunswick is the global leader in marine recreation, delivering innovation that transforms experiences on the water and beyond. Our unique, technology-driven solutions are informed and inspired by deep consumer insights and powered by our belief that "Next Never Rests™".

Brunswick is home to more than 60 industry-leading brands. In the category of Marine Propulsion, these brands include, Mercury Marine, Mercury Racing and MerCruiser. Brunswick's comprehensive collection of parts, accessories, distribution, and technology brands includes Mercury Parts & Accessories, Land 'N' Sea, Lowrance, Simrad, B&G, Mastervolt, RELiON, Attwood and Whale.

Our boat brands are some of the best known in the world, including Boston Whaler, Lund, Sea Ray, Bayliner, Harris Pontoons, Princecraft and Quicksilver. Our service, digital and shared-access businesses include Freedom Boat Club, Boateka and a range of financing, insurance, and extended warranty businesses. While focused primarily on the marine industry, Brunswick also successfully leverages its portfolio of advanced technologies to deliver an exceptional suite of solutions in mobile and industrial applications.

Headquartered in Mettawa, IL, (USA) Brunswick has more than 18,500 employees operating in 29 countries.

For the EMEA region, the Headquarter is in Petit-Rechain, Belgium with more than 230 employees on site and 500+ in the entire region.

More information can be found on: <https://www.brunswick.com/our-company>

### The business case

Following our yearly internal employee survey, we have identified 1 opportunity to work on and to improve.

We would like to get your support on how to answer our employees needs when it comes to their career opportunities within the organization. Indeed, our employees in Belgium and in the EMEA region believe that they do not have many possibilities regarding their career opportunities.

Keeping in mind that it is not possible to promote all the employees internally from a feasibility and capability stand points, what would be the solutions to offer to our employees referring to the career opportunities subject?

As additional information, it is important to highlight that we are advertising internally all the functions to ensure our employees can apply. We also do advertising and communication to the organization during business meetings about the vacant roles and encourage anyone to apply if they see any interest.

The soft skills that should be used in this case study are critical mindset, analytical mindset, problem solving and creativity.

Finally, our organization observes long seniorities as it is not exceptional to have employees with 15, 20, 25 and 30 years of presence within Brunswick Marine.

Thank you for your support!

You contact person:



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Available time slots to contact me:

Monday May 22<sup>nd</sup> PM

Tuesday May 23<sup>rd</sup>: 12:30-15:00

Wednesday May 24<sup>th</sup>: 15:00-17:00 /Thursday May 25<sup>th</sup>: 16:00-17:00