



# Commercial Arm Strengthened



## Client Case Study

### Client

An NHS Ambulance Foundation Trust with an income of £140m serving 4m patients across an area of c.3.5k sq miles. It handles around 500k emergency and urgent calls each year.

Key NHS support services comprise; 999 emergency services, 111 services, GP out of hour services, patient transport and logistics.

### Challenge

The client wanted to grow their commercial services division, through new clients and increased income from existing clients.

Requirement to create a business development department with two business development managers.

Desire to employ the managers on an interim basis initially, with the option for them to transfer to permanent employment at a later date.

Requirement for candidates to have extensive commercial private sector experience with a detailed understanding of NHS commissioning.

### Approach

Designate a key specialist recruitment executive to develop the brief and oversee the assignment.

Interrogate Linea's comprehensive database of industry specialists.

Extensive communication across Linea's professional network.

Search and selection approach using a headhunting approach with the support of specific industry focused advertisements.

Verify, assess and interview potential candidates.

Management of client interview and on-boarding process.

### Outcome

Resourced two business development managers with extensive public and private sector experience.

Candidates resourced to specification, within the specified timeframe and budget.

Candidates fundamental in increasing income from existing clients and progressing new opportunities.

**"Linea sourced two Business Development Managers on our behalf. They managed the entire project in line with our brief, and delivered it on time and to budget. Furthermore they provided us with extremely flexible recruitment options."**

**Commercial Services Director**