



Company: Yamaha Motor (UK) Ltd

Business Area: OEM

Provided by: Laura Foad, Divisional Manager HR

Background

Yamaha's UK brand was established in 1971. They manufacturer motorcycles, outboard engines, ATVs, golf cars, lawnmowers and generators. For over fifty years, Yamaha's presence in the UK has resulted in establishing a very successful and renowned brand name. Whether on water or on land, Yamaha have designed a product that surpasses customer expectations and strives to live up to their mantra of 'offering new excitement and a more fulfilling life to people all over the world'.

Yamaha's Challenge

Yamaha Motor UK were aware of Copeland. Laura Foad, Divisional Manager HR contacted us when they needed a specialist automotive industry recruiter to help fill marketing and sales roles for which they needed good quality candidates quickly. They needed someone to headhunt for them as they didn't have the resources to do this themselves.

Copeland's Solution

Copeland handled each role as a bespoke project. First we took detailed briefings from the Yamaha Motor UK HR department and the relevant line managers to ensure a full understanding of the role and candidate requirements. We then commenced our candidate searches - accessing automotive / motorcycle / marine industry experts from our wide network of industry contacts - from our database, directly headhunting and using digital marketing campaigns.

All sourced candidates then went through detailed interviews with Copeland before being presented to Yamaha for review. We then managed the interview arrangements, pre-screening requirements and job offer negotiations.



You are reliable and just get on with the job!

- Laura Foad, Divisional Manager HR & Administration, Yamaha Motor (UK) Ltd

The Results

Copeland have successfully filled sales and marketing positions for Yamaha Motor (UK) including an Area Sales Manager and Brand Manager roles.

Feedback from Yamaha

We have been able to find higher quality candidates that fit our company culture. The calibre of candidates received from Copeland is much higher than when we advertise roles ourselves.

Candidates have fitted our briefs really closely. There was one very good candidate we nearly didn't see based on their CV but with Copeland's recommendation we saw them.

You are reliable and just get the job done!



By using Copeland we have been able to find higher quality candidates that fit our company and culture.

- Laura Foad, Divisional Manager HR & Administration, Yamaha Motor (UK) Ltd