



## ANDERSON WILLINGER EXECUTIVE SEARCH SUMMARY OF THE COMMERCIAL, SALES MANAGEMENT AND BUSINESS DEVELOPMENT EXECUTIVE ROLES IN CZECHIA 2023

▶ **IN 2023, 117 SALES, COMMERCIAL, AND BDVP DIRECTORS WERE HIRED**, leading in recruitment after a dip last year.

Sales positions can serve as a steppingstone towards the position of a CEO.

▶ On average, directors stay in the same company and role for **3.8 years**.

▶ Compared to previous years, **internal promotions for Sales Director roles have increased significantly, from one in three to every second Director**. On the other hand, external selection is prevalent in 70% of BDVP roles.

▶ In the case of new hires, **companies were more likely to hire a Sales Director from the same field and competition**, which accounted for 67% of cases. This percentage was slightly lower for BDVP roles.



▶ Men dominated recruitment, and women were least promoted among all expert roles in 2023.





We are Executive Search.

Business Intelligence is fully integrated into our operations and practices. We consistently monitor and analyze trends within our leadership community.

We are in the process of developing a tool based on Artificial Intelligence, designed to forecast the success of a leader in a particular role and business, aligning with the company's culture and values.

A crucial component of our operations involves comprehensive psychological testing, aimed at evaluating and enhancing leaders while facilitating their successful integration. Collaborating with colleagues from INSEAD, Anderson Willinger has identified vital areas, including personality traits, essential for navigating organizations amidst today's turbulent times, whether through external recruitment or internal promotion. Leveraging this insight, the AW team has curated top-tier global tools to discern the current status of both the company and its leaders, pinpointing critical areas for development.

We not only provide our clients with assistance in setting a strategy and selecting key executives; we also serve as partners in educating and inspiring top management about current global trends.

In addition to our market research on Executive Education, here is a list of our premium workshops.

- AI, People Analytics, Data Analysis and use of ChatGPT for HR Directorship
- AI, People Analytics for CEOs
- Positive Intelligence Workshop
- Leader 's Shadows Workshop

