

## **MRI China Group Customer Profile DISA**

Founded in 1900, DISA, based in Denmark, is one of the world's leading suppliers of foundry equipment and metal surface finishing systems. With factories, sales and service offices in three continents and an extensive agent network, DISA serves international industrial manufacturers, foundries and metalworking industries with leading edge technology and service solutions tailored to their specific needs.

In 2006, DISA planned to expand its China operations in Shanghai and Beijing. Mr Per Rud, Vice President of Sales & Marketing, DISA China, needed to look for mid-level talent particularly in Sales & Marketing, Human Resource and Finance to lead and manage his operations and staff. In the very beginning, the DISA Group tried to look for their own talent but found that it was virtually impossible to do so, due to their unfamiliarity of the culture and talent landscape.

Being new to China, Mr Rud decided to benchmark some international recruitment firms, to enlist them in their search for talent. At that time, a few headhunting firms were shortlisted based on their industry expertise, China experience and their size of network. Eventually, the MRI China Group was selected as DISA's recruitment partner as they were impressed by their presentation, style and knowledge.

*“The MRI Consultants have a professional and structured methodology. I felt very comfortable during the hiring processes. They understood our requirements and were able to source candidates quickly, delivering the results that we want. On all the assignments, they were very efficient. Overall, MRI is able to provide good and clear communications among all the candidates and our management and we just know that we are in very good hands.”*

*The MRI China Group has since, placed three managerial roles for us and we are very pleased with the quality of the candidates. Both candidates are working very well at DISA now.*

With MRI as its recruitment partner, DISA has been able to ramp up its activities and achieved our business goals in China. *“With the professionalism and expertise of the MRI Consultants, we were able to secure the mid level managers quickly. The quality of the candidates presented matched our requirements perfectly. Overall the hiring process was short and effective,”* remarked Rud.

Due to the positive experience that the DISA Group has enjoyed with the MRI consultants, the DISA Management will continue to use and recommend MRI’s services to its other divisions as well as other clients.