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CEO Europe pursues its development and launches a franchise network

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CEO Europe, specialised in the temporary and permanent recruitment of international certified top managers, is setting up a franchise network in order to support its growth. Its objective is to bring its customers even more local competence by using relay managers perfectly integrated into the local economic tissue.

CEO Europe gives its customers access to a unique data base of nearly 5.000 top executive profiles in 149 countries, available for temporary or permanent assignments in less than three weeks. This reactivity results from an innovative IT architecture and a daily updated data base, providing real-time access to all profiles. CEO Europe now wants to reinforce its local presence with a franchise network that will offer a proximity interface to both its customers and its candidates.

The franchise programme targets entrepreneurs who wish to develop an executive recruitment company specialised in international temporary or permanent assignments. Each franchisee is in charge of a defined territory and contributes to CEO Europe's development, identifying new clients and supporting them with their candidate search. CEO Europe provides corporate support (training, marketing, advertising,...) and back office support for candidate search and selection as well as administrative, contractual and financial management.

The typical franchisee is a senior manager with a track record in one or several sectors of industry or services in Europe, Asia or North America. He knows the local VCs and Human Resources managers in multinational companies. He speaks fluently English and has a good knowledge of the international working culture. He also has significant experience in recruiting international executive managers through his previous positions.

"To launch a franchise network appears to be the most efficient and fast way to significantly increase our international development. We wish to establish a win - win relationship with our franchisees. Their success will be ours !" says Patrick Mataix, founder of CEO Europe.

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