

Case study: **Director of IT and Digital, Central England Co-operative Society**

Heavy hitting, retail focused Director of IT and Digital appointed to join Central England Co-operative Society to drive the digital transformation.

Central England Co-operative is one of the largest independent retailers in the UK, with over 400 trading outlets, a family of around 8,600 colleagues and more than 330,000 regular trading members.

The organisation is independent from The Co-operative Group, but part of the wider co-operative initiative, working together to provide all sorts of benefits for members and customers. Central England Co-operative trades across 16 counties from the Midlands to the East Coast – through more than 250 food stores, 100-plus funeral homes, filling stations, post offices, travel branches, florists, masonry outlets, a crematorium and a coffin factory.

The challenge

Central England have a vision to be the UK's foremost consumer co-operative, and they recognised that digital change and technology innovation were going to be essential.

With a very strong local presence in towns and villages across 16 counties, key to their strategy is to provide in-store customer interaction that significantly innovates their shopping experience; from how customers purchase goods and services through to introducing new services like "click and collect".

With such a wide range of initiatives as well as a large and varied footprint of retail stores, Central England needed to appoint a proven digital leader with a strong retail background, who could quickly make sense of a wide and varied technology estate. Also, as a mutual organisation Central England has a strong values-led culture, and key to the appointment was to find someone who reflected this important aspect of the business.

How Harvey Nash helped

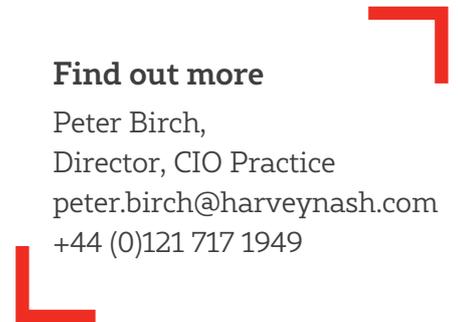
Whilst the role didn't require specific technical skills, it did need someone who could have impact in such a diverse retail environment. We knew that key to the appointment was to undertake a very broad search of the retail market.

Harvey Nash has a very strong connection to the retail tech community. Built through years of running thought leadership events, like our highly respected and recognised CIO Survey event, as well as staying connected with our 'alumni' of placed technology experts. Using our relationships we were able to assemble a very strong shortlist of candidates.

After thorough sourcing and competency based assessment, a short list was created with full Hogan Psychometric assessment providing Central England with a truly rounded view of the candidates.

Find out more

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The result

Central England appointed a high profile, female IT Leader who had a strong track record working for some of the UK's most prominent retail brands. The appointment had previously demonstrated driving new digital roadmaps for a wide range of organisations. The results of her strategies had not only driven customer service and engagement but also increased revenue streams and company profitability. The successful candidate has now started alongside a new CEO. Together they are driving an exciting digital transformation across the broader Central England organisation.

**Harvey
Nash.**