

HEAD OF SUSTAINABLE FINANCE

Financial Leadership Case Study

brînk



The Challenge

Allen & York were approached to work exclusively in partnership with Briink to manage the selection and hiring process for their Head of Sustainable Finance role, based in Berlin.

Briink is a tech start-up, a team of passionate entrepreneurs, data scientists and sustainability professionals, on a mission to leverage the scale of AI to help companies navigate their sustainability journey and accelerate the transition to a sustainable world.

Briink are a AI-powered EU Taxonomy expert business whose mission is to private equity firms and companies automate EU Taxonomy and SFDR assessments with ease. Driven by AI and purpose, this was a role anyone could get behind.

Whilst Briink had a great story to tell, based out of the AI campus and financially backed by Merantix AG, with access to a network of more than 90 engineers, scientists, and entrepreneurs from leading companies and universities to support their mission, they had no employer brand in the market. Equally, they had no in-house recruitment capability, no network and no idea of what the candidate market looked like.

That's why Sustainability recruitment experts Allen & York were called.





```
1 <div class="main">
2 <div class="container">
3 <div class="row">
4 <div class="col-md-8">
5 <h1>Hello, my name is Chris</h1>
6 </div>
7 <div class="col-md-4">
8 <div class="text">
9 <p>Some text</p>
10 </div>
11 </div>
12 </div>
13 </div>
14 </div>
15 </div>
16 <div class="footer">
17 <div class="row">
18 <div class="col-md-12">
19 <div class="text">
20 <p>Footer content</p>
21 </div>
22 </div>
23 </div>
24 </div>
25 </div>
26 </div>
27 </div>
28 </div>
```

```
1 body {
2 margin: 0;
3 padding: 0;
4 }
5
6 #container {
7 min-height: 1000px;
8 position: relative;
9 }
10
11 #header {
12 background-color: #f0f0f0;
13 padding: 10px 0 0 0;
14 }
15
16 #content {
17 padding-bottom: 100px; /* Height of the footer element */
18 }
19
20 #footer {
21 background-color: #f0f0f0;
22 padding: 10px 0 0 0;
23 }
24
25 #copyright {
26 text-align: left;
27 font-size: 0.8em;
28 padding: 0 0 0 10px;
29 }
30
31 #contactFooter {
32 text-align: left;
33 font-size: 0.8em;
34 padding: 0 0 0 10px;
35 color: #000000;
36 }
```




The Briink Team

The Solution

Allen & York undertook a bespoke confidential recruitment process for Briink based on our Search and Marketing based solution, Contingency+.

We scrutinised the role, analysed what the client was looking to achieve and what the best background for a potential replacement might look like.

We then conducted a detailed market map of 1,000 suitable candidates across the German, French, Swiss, Dutch and British markets providing the client with a clear snapshot of the current market value and candidate availability matched to their needs.

Once Briink gave the go ahead on the brief for the Search, we agreed the search strategy and we also ran a directed and selective head hunt process.

Alongside the Search, we began to build a marketing campaign that would reach out and attract the level of candidates the client desired. This activity was run over a four week intensive period to blitz our network, our database of contacts and the wider candidate market.

Marketing collateral included a branded candidate pack, social media tiles, social media videos, and a bespoke mailer - all dual branded to ensure we were making the most of the Allen & York association across the recruitment landscape.

A selection of these materials can be found on the following pages.

Candidate Pack



HEAD OF SUSTAINABLE FINANCE

Competitive package, Berlin

Allen & York is proud to be working exclusively in partnership with brīnk to manage the selection and hiring process for our Head of Sustainable Finance role, based in Berlin.

Role of a Head of Sustainable Finance

The Head of Sustainable Finance will be responsible for the development and implementation of the company's sustainable finance strategy. This role will involve working closely with the business to identify opportunities for sustainable investment and to ensure that the company's financial performance is aligned with its sustainability goals.

Key Responsibilities

- Develop and implement the company's sustainable finance strategy.
- Identify and evaluate investment opportunities that align with the company's sustainability goals.
- Monitor and report on the company's sustainable finance performance.
- Collaborate with the business to integrate sustainability into financial decision-making.

For an immediate response please email your CV to: brink@allen-york.com

THE BRINK TEAM

Brīnk's core values show that there is a better way to do business by building a company around their mission and their people. They include:

- 1. IMPACT**
Brīnk is mission-driven and prioritizes having the greatest impact.
- 2. INTEGRITY**
Brīnk's team is honest and open. They do what they say.
- 3. SUPPORTIVE**
Brīnk wants there to be a sense of purpose and belonging.
- 4. PROGRESSIVE**
Brīnk is an actual, by team, and means each job is built solutions to real problems.
- 5. LEADERSHIP**
Brīnk is known as a professional, future and driven to lead the change we all want to see.

Allen & York

CAREERS AT BRINK

A career at Brīnk means joining a great team and working together for a great cause.

Brīnk has a great HR, benefit and health insurance package. We offer a competitive salary and an exciting opportunity for professional development, growth and job security.

With a competitive wage and flexible job offer, Brīnk is a great opportunity for you to work with a team that is passionate about their work and committed to their success.

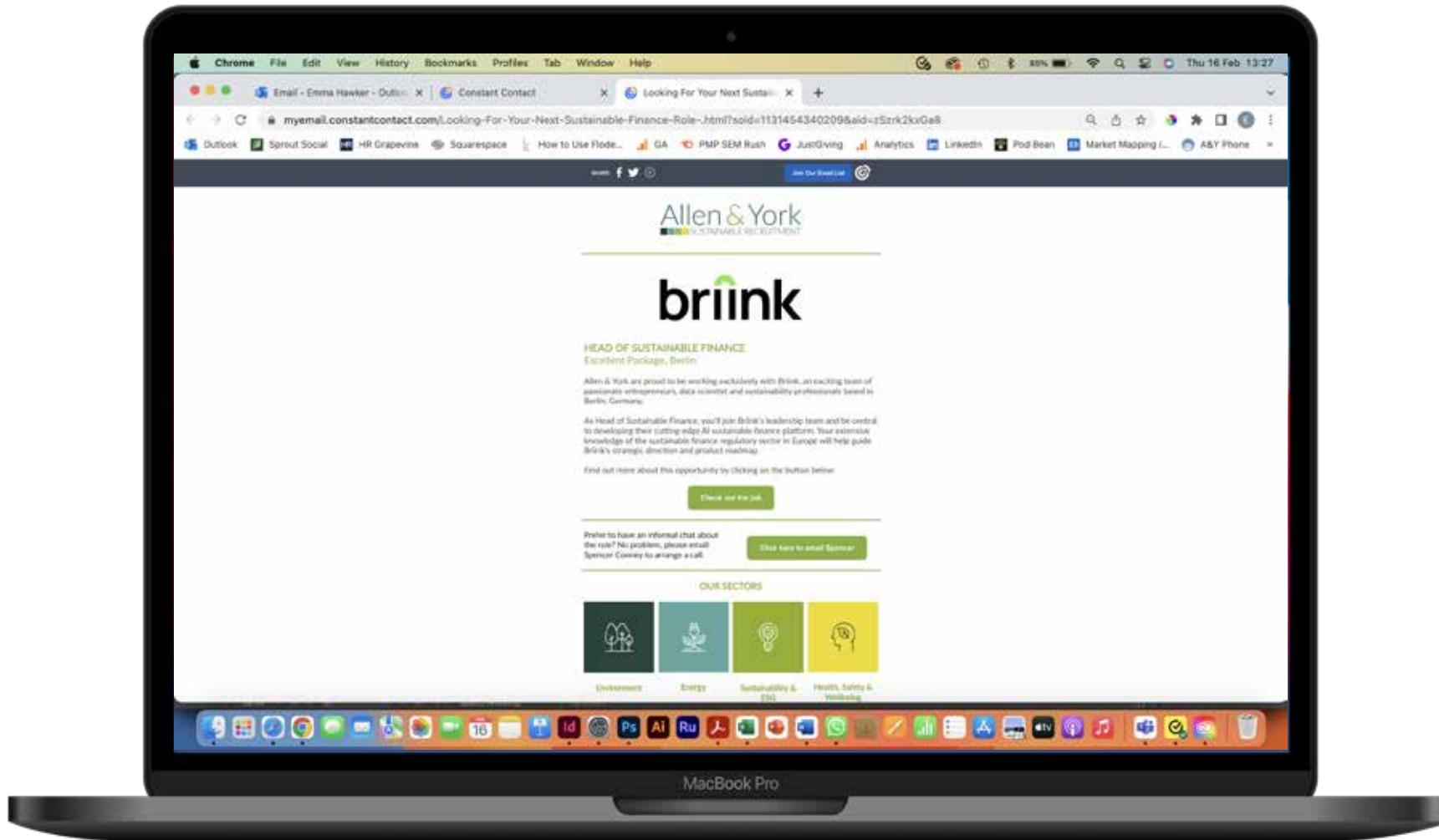
Allen & York

NEXT STEPS

The Allen & York team are experienced specialists within Recruitment and Sustainability recruitment and have been since 1993. We work with purpose and with trusted organisations.

Allen & York

Solus Mailer



Social Media

Allen & York **brīnk**
SUSTAINABLE RECRUITMENT

HEAD OF SUSTAINABLE FINANCE
Competitive package, Berlin

Want to be at the cutting edge of AI based sustainable finance?

CONTACT:
Spencer Cooney
scooney@allen-york.com
www.allen-york.com

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Looking to utilise your experience to facilitate the transition to a sustainable world?

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HEAD OF SUSTAINABLE FINANCE **brīnk**
Competitive package, Berlin

Fantastic opportunity to be at the cutting edge of AI driven Sustainable Finance solutions.

Get in touch today for an informal chat.

CONTACT:
Spencer Cooney
+44(0)1202 888986
scooney@allen-york.com
www.allen-york.com

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Join an exciting team of passionate entrepreneurs, data scientists, and sustainability professionals developing a cutting-edge AI-based sustainable finance platform.

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<https://www.youtube.com/watch?v=rqzb2rmmV8c>

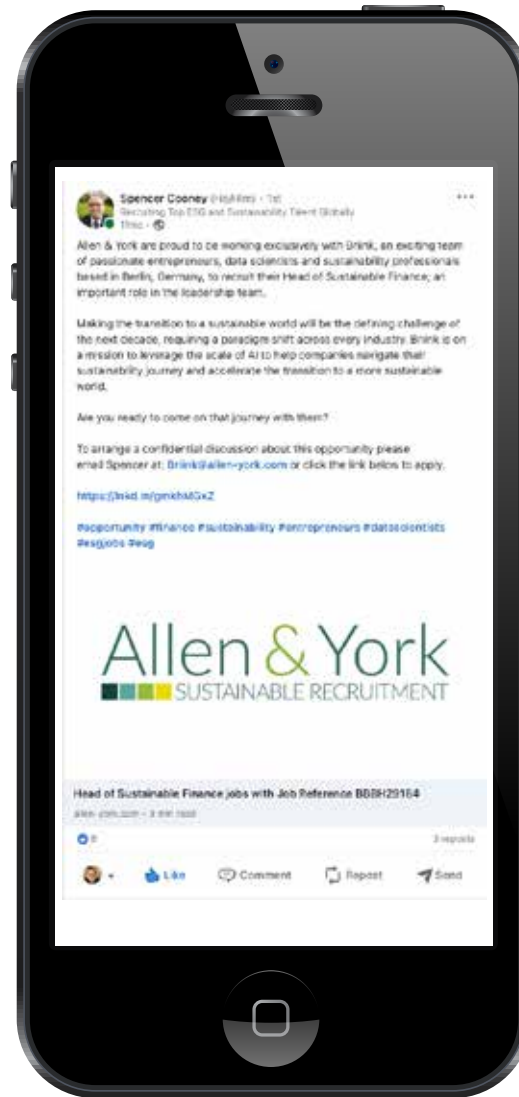
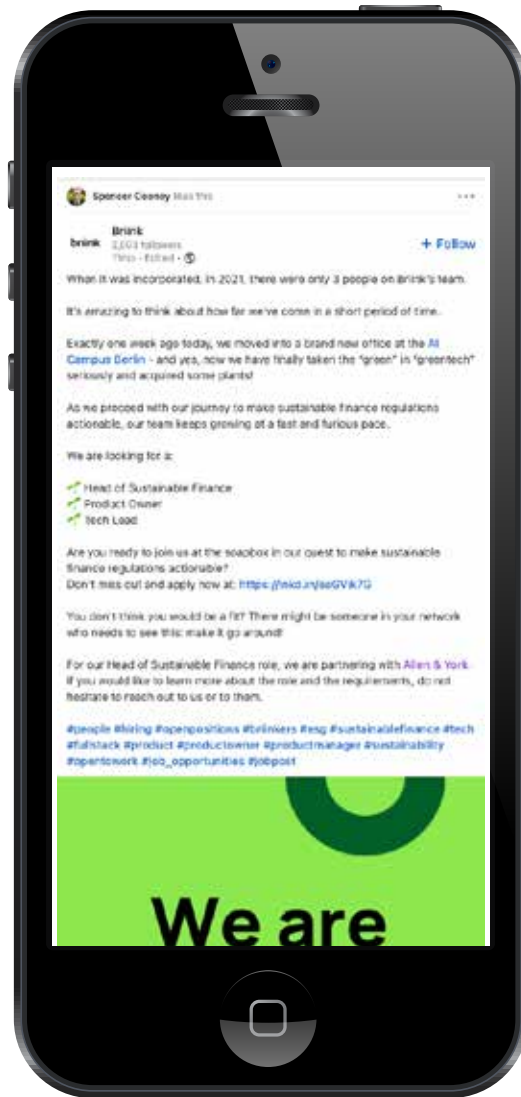
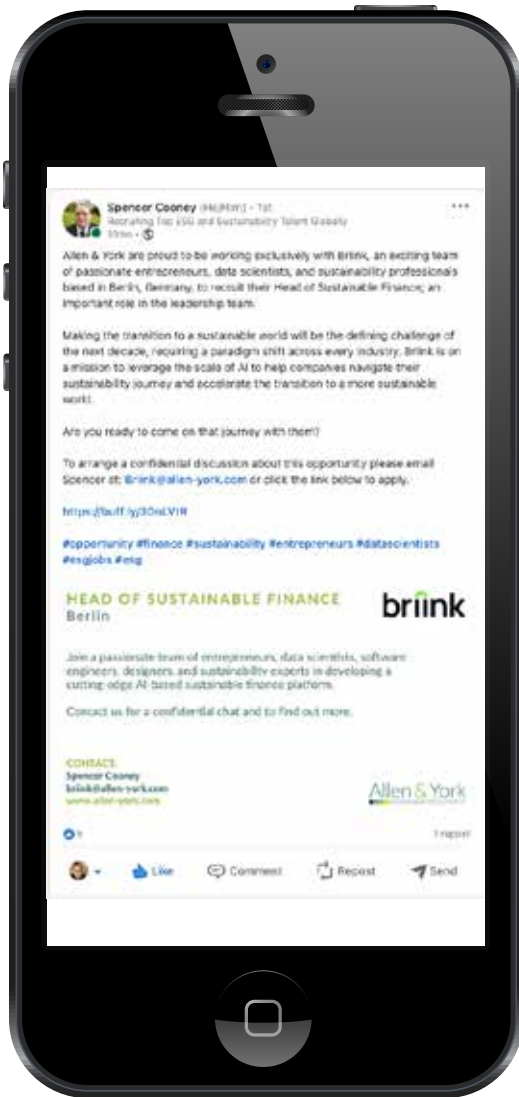
Who says Finance people can't change the world?

<https://www.youtube.com/watch?v=BdnZTG9BlEa>

Allen & York **brīnk**
SUSTAINABLE RECRUITMENT

HEAD OF SUSTAINABLE FINANCE
Competitive package, Berlin

<https://www.youtube.com/watch?v=PL1HLgAv8YI>





The Result

With a deep-dive into the European financial candidate market, alongside a bespoke dual-branded marketing campaign, we capitalised on Allen & York's reputation as experts in Sustainability hiring within the green economy.

After a market mapping exercise, a comprehensive search across the European financial candidate market, aided by a bespoke dual-branded marketing campaign, we capitalised on Allen & York's reputation in the 'green' economy and raised awareness of Briink's employer brand (for this and for future hires).

With a varied, dynamic long list of candidates, many from different backgrounds within the financial sector, we shortlisted exceptional candidates. After a comprehensive interview process, this led to the successful placement of the Head of Sustainable Finance within a 12 week period, delighting both the client and the successful candidate.

Testimonial

“ Spencer and the team at Allen and York were fantastic recruitment partners during the search for my newest challenge. Spencer managed an incredibly quick and fast moving recruitment process, and ensured that all parties were aware of each side’s needs and requirements. This made sure that there were no surprises, and that we could close the deal in a way that left everyone satisfied. From the start of the conversation to the closing of the contract took less than a month, in large part due to the coordination and collaboration from Spencer and the team.

He was clear, concise and respectful of everyone’s time, for which I was truly appreciative. It is rare to find a recruiter that really gets to know (and cares about) the candidate’s needs, in addition to their skills, so I felt like I was really being looked after during the whole process.

I can’t recommend Spencer and Allen and York highly enough - a truly unique recruitment team that gets the job done!



Benjamin Howard-Cooper
Head of Sustainable Finance
Briink





With over 30 years' experience of Executive Search and Recruitment for responsible business, get in touch to find out how we can help you make your next great hire:

hello@allen-york.com

+44(0)1202 888986

www.allen-york.com