

EXECUTIVE CASE STUDY

# Strategic Talent Acquisition in the Electric Vehicle Domain for a Automobile Manufacturing Firm

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PREPARED BY

**Layam Group**

## OVERVIEW

**Client :** A prominent vehicles manufacturing firm focusing on Electric Vehicles (EVs)

**Position :** Assistant General Manager (AGM) – Bus Body Quality.

**Challenges :** The client sought a highly experienced senior professional with expertise in body build within the electric vehicle domain, specifically targeting commercial vehicles manufacturers across India.

**Description :** The client, a vehicles manufacturing firm transitioning to Electric Vehicles, faced a critical talent gap at the AGM level for Bus Body Quality. They were seeking a candidate with significant experience in the electric vehicle sector, particularly in bus body quality assurance. The client aimed to hire a senior professional who could drive and manage the quality aspects of Electric Bus Body manufacturing facility to meet the growing demands and standards in the emerging EV industry.

Beyond standard quality control, the role required a deep understanding of lightweight material integration and advanced structural integrity unique to electric chassis. As the EV market undergoes rapid regulatory shifts, the client needed a leader capable of implementing rigorous compliance frameworks and safety benchmarks. This placement was essential for streamlining the production lifecycle and minimizing post-production defects in a high-growth segment.

The main challenges faced by the client were:

- **Specific Expertise Requirement :** The client required a candidate with extensive experience in body build within the electric vehicle sector, which was a relatively niche domain.
- **Targeted Talent Search :** The client specifically wanted to headhunt applicants from commercial vehicles manufacturing firms across India, focusing on candidates with expertise in electric vehicles.
- **High-Stakes Leadership Gap :** The need for a professional capable of establishing quality protocols from scratch in a newly transitioning EV facility.
- **Geographical Talent Mapping :** Identifying and attracting top-tier talent willing to relocate or operate within specific industrial manufacturing hubs across India..

## SOLUTION IMPLEMENTED

To address the challenges faced by the client, a comprehensive approach was devised involving targeted talent search, evaluation, and strategic recruitment.

### MARKET RESEARCH AND TARGETED SEARCH

- **Identification of Target Pool :** A thorough market analysis was conducted to identify potential candidates with relevant experience in the electric vehicle domain.

- **Targeted Search Strategy** : Utilizing industry knowledge and expertise, a targeted search strategy was formulated to headhunt candidates exclusively from commercial vehicle manufacturers in India, especially those with a background in electric vehicle manufacturing.

## CUSTOMIZED TALENT MAPPING

- **Identifying Potential Candidates** : Extensive research was conducted to identify professionals with substantial experience in the electric vehicle sector and a strong background in bus body quality.
- **Creating a Candidate Profile** : Detailed profiles were generated for each potential candidate, highlighting their experience, expertise, and suitability for the role.

## ENGAGEMENT AND EVALUATION

- **Initial Engagement** : Identified candidates were contacted to ascertain their interest in the position and discuss the opportunity in detail.
- **Skill and Culture Fit Assessment** : In-depth interviews were conducted to assess the candidates' technical skills, experience, and alignment with the organization's culture and values.

## CANDIDATE PRESENTATION AND SELECTION

- **Candidate Shortlisting** : After a thorough evaluation, a select group of candidates was shortlisted based on their qualifications, experience, and alignment with the client's requirements.
- **Client Interviews and Selection** : Shortlisted candidates were presented to the client for further interviews and evaluation, leading to the selection of the most suitable candidate.

## RESULTS AND ACHIEVEMENTS

Our personalized and focused recruitment approach ensured that the client secured a senior professional who would significantly contribute to the organization's success in the evolving electric vehicle market.

This case study demonstrates the importance of strategic talent acquisition and targeted search methods in addressing specific talent requirements, especially in a rapidly evolving and specialized industry like electric vehicles.

### WHY IT MATTERS?

This engagement is a testament to how Layam doesn't just fill vacancies – we identify visionary leadership, specialized technical expertise, and industry-specific insights that are vital for pioneering sectors like Electric Vehicles. For employers, Layam acts as a strategic talent partner – bridging the gap in niche domains, securing high-impact professionals, and ensuring future-ready organizational growth in a competitive global market.