



KONICA MINOLTA



# **KONICA MINOLTA'S UK MARKETING TEAM EXPANDS SKILLS BASE**

**FROM THE SILICON VALLEY OF EUROPE**

Giving Shape to Ideas



**“THE USE OF A SPECIALIST SKILLS PROVIDER OFFERS CONSIDERABLE COST EFFICIENCIES”**

Francis Thornhill  
Head of Customer & Solutions Marketing  
Konica Minolta

## KONICA MINOLTA'S UK MARKETING TEAM EXPANDS SKILLS BASE

### BACKGROUND

The Konica Minolta Business Solutions (UK) Ltd marketing team is a melting pot of talent, culture, creativity, and personality. It is this strength and rich diversity that is helping to support the business and its extensive network of partners, as a market-leading smart data and IT services company.

Like many organisations, Konica Minolta and its marketing team have transformed in recent years and can now share their own success story. In part it has been driven by the pandemic, but also innovation across its own Intelligent Connected Workplace solutions, which have made it easier for employees to be efficient and effective, regardless of

their place of work. Its Head of Customer & Solutions Marketing, Francis Thornhill explains, “We want the right people with the right skills who can have an immediate impact upon the business, where they are based is of little importance.”

### CHALLENGES

Many organisations restrict their search for candidates based on proximity to the office, which inevitably limits the size of the available talent pool. Consequently, it is not unusual for the process of search, validation, and onboarding of new employees to take months. What is more, with demand often outstripping supply for specialist marketing expertise (digital, social, content and SEO being prime

examples), organisations can find themselves paying a premium for a candidate that may not necessarily be the perfect fit for the team.

“Remove proximity from the equation and the talent pool from which to choose from expands hugely,” comments Thornhill, who also recommends going a step further. “If you take yourself out of the mindset of needing to directly employ the opportunities to expand further still.” The Konica Minolta marketing team took the decision to take advantage of the specialist skills provisioning service that the company provides to organisations throughout the UK.

## SOLUTION

The simple process began by submitting a profile of the role and the desired candidates. Within days, a shortlist of people matching the exact criteria was presented and in just a few days more they were fully onboarded and embedded as part of the marketing team. "An added benefit was that everything was taken care of from provisioning of laptops to addressing HR issues."

All the candidates were based in Sofia, the capital of Bulgaria, where Konica Minolta's specialist skills provisioning service is based. With 1.74 million English speakers, Bulgaria presents many advantages for UK companies looking to fill roles with well educated, highly motivated people. Often referred to as the Silicon Valley of Europe, it is home to an enthusiastic, entrepreneurial, and highly proficient workforce. "What struck me straight away was the eloquence, positive attitude and a hunger to make a difference from everyone I spoke to," adds Thornhill.

## BENEFITS

Another benefit of Sofia, is the two-hour time difference, making it easy for colleagues in Sofia and the UK to communicate and collaborate seamlessly. Thornhill states, "I view my team as a single entity, no matter where they are, or who employs them. This is reciprocated by our colleagues in Sofia, who feel very much part of our organisation. Together, we are delivering the marketing and demand generation that the business needs to grow."

Such is the level of integration within the team that partners, customers, or suppliers do not notice any difference. Director of Chief PR Ltd (the PR agency used by Konica Minolta in the UK), Graham Thatcher, comments, "We work closely with the marketing team, and they are some of the most talented marketing professionals, that we have had the pleasure of working with. Their ability to execute campaigns and challenge conventional marketing methods, makes it an inspiring and enjoyable environment." Thatcher continues, "We are a supplier but are made to feel part of the team and that is testament to the culture of Konica Minolta."

The ability to scale quickly and respond to demands the business places upon the marketing team are significant advantages. However, it is also true that the use of a specialist skills provider offers considerable cost efficiencies, as Francis explains: "There are significant cost savings to be made when recruiting overseas, however this is not about obtaining low-cost short-term labour. Whilst the salaries are lower when compared to the UK, they are very competitive for Sofia. This was very important to us."

He concludes, "I confess to being sceptical in the past, having spent much of my career at a desk in busy offices. The most valuable lesson I have learned during the past couple of years, is that this is not the only way we can perform at our productive and creative best. This approach to talent acquisition is now part of our long-term strategy, and I would recommend any organisation to give it a try."

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## LET'S TALK

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