

CASE STUDY

Operations Manager, London



CLIENT OVERVIEW

Itsu is a high-performing, premium QSR brand known for operational excellence and strong in-store standards.

With an established team of homegrown operators, the business required external talent to strengthen its London operations during a key phase of growth.

CHALLENGE

This was not a typical hire.

Itsu already had a strong internal pipeline, meaning any external candidate needed to outperform existing talent and integrate into a high-standard environment.

The risk was clear. A mis-hire would disrupt performance and culture across a key region.

WHAT BITE DID

We activated our network of proven operators already performing in similar multi-site roles.

Our approach:

- Targeted high-performing, passive candidates
- Assessed for operational delivery, leadership and growth potential
- Delivered a focused shortlist aligned to Itsu's standards and culture

THE RESULT

We placed an Operations Manager with strong multi-site experience and a clear track record in high-performance environments.

Within 12 months, the candidate was promoted to Head of Operations.

COMMERCIAL IMPACT

- ✓ Role filled with a high-performing operator aligned to brand standards
- ✓ Significant time saved versus open-market recruitment
- ✓ Reduced risk in a high-stakes, high-standard environment
- ✓ Internal promotion delivered within 12 months

THE OUTCOME

Itsu strengthened its London operations with a future leader, improving performance while maintaining its high operational standards.