

CASE STUDY

Multi-Function Leadership Build, UK & Europe

CLIENT OVERVIEW

Wendy's has been rapidly expanding across the UK and Europe, transitioning from market entry to full-scale growth.

With a mix of company-owned and franchised locations, the business required a strengthened leadership and operational structure to support multi-market expansion.

This phase of growth required multiple critical hires across core functions.



CHALLENGE

Wendy's needed to build a leadership team capable of supporting rapid expansion across multiple countries.

The challenge was not a single hire, but creating a structure across:

- development
- operations
- marketing
- supply chain
- franchise performance

Speed was critical, but so was consistency. Each hire needed to align with brand standards, commercial targets and long-term growth plans.

WHAT BITE DID

We acted as a strategic hiring partner, supporting Wendy's across multiple functions during a key growth phase.

Our approach:

- Activated specialist networks across QSR and multi-site leadership
- Delivered targeted shortlists aligned to each function
- Managed multiple concurrent searches with consistent process and quality
- Worked closely with leadership to align hiring with expansion plans

This ensured speed without compromising on fit

THE RESULT

We delivered a series of senior hires across development, delivery, marketing, supply chain and franchise operations.

- Each candidate brought:
- multi-site or multi-market experience
- proven ability to scale within high-growth brands
- alignment to Wendy's operational and commercial model

The hires collectively formed the foundation of the next phase of growth.

COMMERCIAL IMPACT

- ✓ Multiple critical roles filled within a 6-month growth window
- ✓ Significant time saved versus running separate internal or agency-led processes
- ✓ Reduced risk during rapid expansion
- ✓ Strengthened leadership across all core growth functions

THE OUTCOME

Wendy's established a scalable leadership and operational structure across the UK and Europe.

The business is now positioned to expand with consistency, maintain brand standards, and deliver performance across both company-owned and franchised locations.