

# CASE STUDY

UK Managing Director



## CLIENT OVERVIEW

Shake Shack is a globally recognised fast-casual brand, with the UK positioned as a key growth market.

To support expansion and strengthen leadership, the business required a UK Managing Director to lead the next phase of growth.

## CHALLENGE

This was a business-critical appointment.

The role required a leader capable of:

- Scaling operations across the UK
- Managing P&L and growth strategy
- Leading large teams while maintaining brand culture
- Aligning UK operations with global leadership

The talent pool for this level of role is highly competitive and limited.

## WHAT BITE DID

We executed a targeted executive search across senior operators in premium QSR and hospitality-led brands.

Our approach:

- Mapped the UK market for senior multi-site leaders
- Assessed candidates for operational, commercial and cultural alignment
- Worked closely with global stakeholders throughout the process

## THE RESULT

We placed a UK Managing Director with extensive multi-site leadership experience and a strong track record in scaling branded operations.

## COMMERCIAL IMPACT

- ✓ Role filled within 6 weeks
- ✓ Reduced time-to-hire for a highly competitive executive role
- ✓ Strengthened UK leadership during a key growth phase
- ✓ Improved alignment between UK and global operations

## THE OUTCOME

Shake Shack secured a senior leader to drive UK growth, strengthen operations and align the business with its global strategy.