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FOR IMMEDIATE RELEASE

Tula Executive Search Says Overcoming Cultural Gaps Starts in the Top

ATLANTA 5-28-2013: Culture can be the key to a company's strategy, when the right leader is in place. As an example, Tula Executive Search found a president who personifies this idea for Desmet Ballestra, a process engineering group with proprietary technologies in the oils & fats and biofuel industries. The company is headquartered in Belgium. Tula Executive Search was able to locate an excellent natural leader for a planned succession who can bring the North America organization to the next level. Cultural fit made this placement a powerful success.

The search focused on identifying a seasoned leader able to perform from day one. It's a demanding time in this industry, with innovations transforming many lines of business and bringing new technologies to bear on everything from filtering toxins and impurities to finding sources for nutraceuticals. The required technical skills for leaders and managers are in short supply.

But the candidate also needed experience in a global company and a deep appreciation of diverse backgrounds. Tula Executive Search brought forward an excellent candidate. The new president is a well-rounded executive with hands-on knowledge and experience in oils & fats feed milling and in biofuels. He is poised to expand into new markets and build an even more profitable business.

Perhaps even more important, this president combines Belgian and North American styles. Today's workforce is a melting pot, especially in companies based outside the U.S. Chief executives must know how to harmonize teams with diverse backgrounds so that they can work effectively. "The best way is to start with leadership. Superior executives understand and can find ways to turn cultural differences into organizational strengths," explains Bernard Vanderlande, managing director Tula Executive Search. "In my recruiting, I look for natural leaders who show respect for the differences in how others think and how they do business -- that is step one. Starting at highest level will benefit the whole company. Steve Jobs captured this idea when he said, 'Manage the top line: your strategy, your people, and your products... and the bottom line will follow.'"

About Tula Executive Search

At Tula Executive Search, we serve the executive search market for renewable energy and emerging technologies. The principals combine a wealth of business and search expertise with a passion for and focus on renewable energy. Tula recognizes that a successful executive search in this field depends on an exceptional global contact base and a deep knowledge of the industry and its trends, both in North America and Europe. Tula Executive Search has a track record of finding exceptional leaders for a broad spectrum of renewable energy companies and venture capital firms. Their clients are leaders in wind energy, solar (PV, thermal or thin-film), biomass and bio fuels, energy efficiency and energy storage, geothermal energy and “clean tech” support in sales and marketing, supply chain, engineering and green building enterprises.

Tula is member of IRC Global Executive Search Partners, a global professional alliance of retained executive search firms united in their commitment to providing the highest possible standards in management recruitment services. Tula is the Sanskrit word meaning “balance.” As a firm committed to a sustainable future, we join our clients and partners in honoring the effort to seek balance in energy development and product manufacturing. Please visit our website: www.tulaexecutivesearch.com.