

Case Study

Leadership to Scale from Series A

Overview

Piclo is an innovative founder-led scale up company which is revolutionising the energy system. Piclo's marketplace enables technologies such as renewables, batteries and electric, the ability to provide local flexibility to the distribution network – speeding up the transition to a decarbonised future.

Piclo are PE-backed by the Clean Growth Fund, and are on the journey to internationalise their solutions, supercharging growth. The team sought their first Chief Commercial Officer to help unlock value and take them on this journey.

Our Approach

Supporting Piclo in their first commercial c-suite hire outside of the founding team, we applied a broad lens. We targeted DSO/DNO software, CleanTech providers, b2b marketplace technologies, software for regulated industries, software sold to complex enterprise environments, government bodies and lastly, consulting.

The Challenges

Finding candidates with both the nuanced capability of understanding the specifics of the market Piclo operate in, as well as someone with the ability to scale and grow an enterprise solution, opening up new markets.

The Outcome

A transformational new hire with a depth of knowledge of the Digital Grid. John Bayard joined from Ernst & Young and is up-and-running as the new Chief Commercial Officer.

"We partnered with Odgers Berndtson at a pivotal moment in our growth journey.

Having completed series A, we wanted to bolster the commercial weight of our leadership team by appointing our first external c-suite hire. Achieving culture fit and appointing someone who could understand our market was critical. We also needed a hire who could work well with our investors and journey with us through our next investment round.

Odgers brought a creative approach and worked tirelessly to bring us a candidate pool from a range of backgrounds, challenging our thinking by ensuring we had considered all options. The search was data-led with great communication from the team.

We successfully appointed our new Chief Commercial Officer last year and he is a great fit. We are really pleased with the outcome."

- James Johnston, CEO & Founder, Piclo