

# Strategic Recruitment Partnership with Executive Integrity and RCG



The Renewables Consulting Group (RCG), specialising in Renewable Energy services, strategically expanded into Asia Pacific with a Japanese entity to meet local demand. Executive Integrity's recruitment collaboration empowered RCG to swiftly overcome their significant hiring challenges and secure adept Offshore Wind Directors. This partnership enhanced RCG's presence and expertise in Japan's Renewable Energy sector.

## RCG'S Hiring Challenges

RCG faced significant hurdles in their pursuit of director-level candidates, a challenge increased by initially engaging with two local agencies for six months with little success. Despite their efforts, the pool of candidates presented did not meet RCG's requirements, necessitating an urgent pivot in provider. But this was not the only hiring challenge they faced.

Firstly, the Japanese job market is notoriously intricate and insular, presenting difficulties in sourcing suitable candidates, especially for specialised roles like these. Secondly, the specific sector of expertise required (Offshore Wind) was limited in Japan, resulting in a scarcity of qualified professionals. Finally, RCG had reservations about entrusting a UK-based recruitment firm with a search focused on the Japanese market.

In light of these complexities, RCG truly needed a strategic recruitment partner who could navigate the intricate Japanese hiring landscape. They had to source candidates with rare and essential expertise and bridge the cultural and geographical gaps to ensure the right fit for their two director-level positions. This led RCG to forge a partnership with Executive Integrity, a recruitment agency with a track record of addressing niche industry challenges and a reputation for delivering tailored solutions.

## A strategic approach to global recruitment

Executive Integrity's expert Offshore Wind recruitment team commenced the search by analysing Japanese employment trends and found that a native professional would typically begin their career with a large Japanese organisation and proceed to work there for 30 years.

If a native Japanese employee moved to a Western Company within the first 30 years of their career, it would be highly unlikely they would be able to successfully rejoin a Japanese company.

This analysis showed that it was highly unlikely that Executive Integrity could attract someone in the first 30 years of their career.

Through our extensive local candidate network and direct collaboration with RCG, our recruitment experts created a market map of target companies who could hold the crucial profiles required.



**Gareth Lewis**

**Managing Director  
APAC**

**RCG**

Gareth Lewis is a director of RCG and serves as Managing Director with responsibility for the Asia Pacific region. He has more than 25 years' experience in the Marine and Renewable Energy industry, with an unprecedented track record of offshore wind development success.

### Year founded

2015

### Industry

Renewable Energy

### Entity

RCG

### Headcount

65+

## Challenge Summary

RCG's six-month struggle with local agencies for director-level hires in Japan's intricate job market led them to Executive Integrity. Known for niche industry expertise, Executive Integrity successfully navigated complexities, securing the right talent for RCG's critical positions in the limited Offshore Wind sector.

## Solution Summary

Executive Integrity's Offshore Wind recruitment team tackled RCG's director-level hiring challenges in Japan. Understanding unique employment trends, they targeted motivated native Japanese candidates over 50, employing tailored strategies such as evening interviews and diverse candidate identification.

Within two weeks, RCG secured Masato Bannai and Yoshinori Okahara, demonstrating Executive Integrity's ability to address intricate recruitment challenges and deliver exceptional outcomes.

## Industry experts with integrity - true recruitment partnership

In the pursuit of director-level candidates for The Renewables Consulting Group (RCG) in Japan, Executive Integrity's Offshore Wind recruitment team strategically tackled the complex challenges inherent to the Japanese market and the niche sector.

Executive Integrity's approach encompassed a range of targeted strategies customised to the specific context. Recognising the time zone difference between the UK and Asia, we maximised communication feasibility by scheduling interviews during local evening hours, aligning with Japanese candidates' preferences.

With an emphasis on native Japanese candidates over 50 who exhibit strong motivation for Western employers showcased Executive Integrity's insightful grasp of candidate dynamics. This strategic focus extended to comprehensive candidate identification - drawing from varied sources like industry exhibitions, expert consultants' talent networks, Executive Integrity's global candidate database, and LinkedIn to build a diverse candidate pool.

As a result of these intentional efforts, Executive Integrity swiftly presented RCG with a refined shortlist of Offshore Wind Directors, culminating in the successful hiring of accomplished professionals - Masato Bannai and Yoshinori Okahara - within only two weeks.

This achievement highlighted the tangible impact of Executive Integrity's ability to address intricate recruitment challenges and our unwavering commitment to delivering exceptional hiring outcomes.

## Candidate Spotlight

Executive Integrity's recruitment partnership with The Renewables Consulting Group (RCG) yielded two exceptional leaders: Masato Bannai and Yoshinori Okahara.

As Directors at RCG's Tokyo office, Masato brings 25+ years of cross-power sector experience, while Yoshinori offers three decades of civil engineering expertise.



**Yoshinori Okahara**  
Offshore Wind Director | RCG

Yoshinori is a Director in RCG Tokyo Office. He has over 30 years of experience in the civil engineering construction sector with project management, construction management, design, schedule control, risk management, and troubleshooting roles for both international and Japanese domestic projects.



**Masato Bannai**  
Offshore Wind Director | RCG

Masato is a Director in RCG Tokyo office. He has unique experience gained from over 25 years working in various regions and technologies across the power sector (including gas and fossil fuels, hydro, on/offshore wind, and solar) from the perspective of both the EPC Contractor and the Project Owner/Developer.