



Case Study

Anemoi & The Partnership Model: A Scalable Recruitment Success Story

The Client

ANEMOI

Client Overview

Anemoi is a CleanTech leader in Maritime decarbonisation, delivering Rotor Sail technology that reduces fuel consumption and emissions across global shipping fleets.

Executive Integrity has partnered with Anemoi for over 4.5 years. Before the introduction of the Partnership Model, we placed five hires, including a Project Director. Simon and Rory's long-standing relationship with Anemoi began in 2019 and has continued seamlessly through to this day.

Industry | Maritime CleanTech

Year Founded | 2015

Headcount | 40+

Growth Project Overview

Anemoi, a global leader in maritime decarbonisation, faced significant hiring challenges. With 10 critical roles to fill across 3 functions and limited internal resources, they needed a reliable partner with niche expertise.

Having worked with Executive Integrity for over four years, Anemoi turned to us for a more structured, cost-effective solution.

We proposed The Partnership Model: a 12-month subscription offering 10 flexible job credits. This provided Anemoi with predictable spending, a faster turnaround, and full hiring coverage across all functions.

By combining embedded recruitment support with our Executive Intelligence platform and employer branding, we sourced top talent globally across 6 key Maritime hubs as an extension of Anemoi.

The outcome: 10 hires in 12 months, over £25,000 saved, and a 100% retention rate. This supported Anemoi to meet key growth milestones and scale confidently.

What Anemoi Thinks

"Executive Integrity feels like a third arm of Anemoi. They know our business inside out, communicate openly, and consistently deliver."

"No other agency understands our culture or talent needs the way they do."

Misha Piggott | HR Manager | Anemoi

Hiring Manager: Misha Piggott



HR Manager
ANEMOI

Misha manages people operations at Anemoi and has played a central role in coordinating hiring efforts during the company's continuous growth phase.

With her support, we have collaborated closely with the CEO, COO, and Project Director to align hiring strategy across functions.

The Hiring Challenge

Anemoi needed to hire 10 people over 12 months while managing minimal internal recruitment capacity. Their HR Manager was stretched, and their brand had low visibility in a highly niche market. With concerns around time-to-fill, poor retention from other agency hires, and a shortage of local maritime talent, they struggled to maintain recruitment momentum.

The Partnership Model Solutions

10

Strategic Hires Delivered
across Engineering, Projects,
and Sales.



£25k+

Saved compared
to traditional
recruitment fees.



100%

Retention rate
on all new hires
through partnership





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Project Scope & Delivery

Roles Filled:

- Commercial Director
- Technical Sales Engineer
- PLC Programmer
- CAD Designer
- Data Performance Engineer
- Automation Commissioning Engineer
- CAD Engineer
- Senior Hydraulics Engineer
- Project Engineer (Electrical)
- Senior Mechanical Engineer

Timeframe: 12 months.

Coverage: Talent was sourced across 6 key Maritime hubs.

Candidate Impact

The placements made have actively supported Anemoui to scale their operations, meet project demands, and pitch for new business.

From sourcing a leading Commercial Director from a key competitor in Sweden who is driving global market traction, to supporting the project delivery through a host of technical experts.

A standout hire, Senior Mechanical Engineer Thomas Price, has taken on a leadership role within the engineering department, mentoring junior team members and being praised internally as one of their best hires to date.

Retention Rate: 100% of all new hires.

Anemoui Growth: 17% headcount growth supported by Executive Integrity.

At Executive Integrity, we go beyond transactional hiring...

Our Partnership Model offers a flexible, subscription-based recruitment solution designed for growing companies that need scale, speed, and precision.

You'll gain a fully embedded recruitment function aligned to your hiring goals with access to our global talent network, tailored outreach, and sector-specific expertise.

From sales to engineering, we help you build high-performing teams that fuel sustainable growth.

Let's scale your team with partnership.

Contact us today to see how The Partnership Model can power your next phase of growth.