

join the dots

About Join the Dots Market Research

- Award winning consumer insight agency, privately owned who have recently had a management led buy-out.
- Have become one of the fastest growing research company in the UK
- Looking to continue growth internationally.



Pete Comely
Founder & Non-Executive Director



Leslie Butterfield, CBE
Appointed Chairman

About First Flight

- Specialist NED and Chair Search Firm
- Remuneration Advice
- Board Composition Analysis
- Provides more diverse independent candidates

Case Study

Join the Dots is an innovative, award-winning consumer insight agency whose head office is in Manchester, UK. It is a privately-owned company which has recently undergone a debt-led management buy-out. It is wholly owned by its senior executive team and its original founders. It has become one of the fastest growing research companies in the UK after achieving growth of £10m within the space of five years.

Pete Comely, Founder of Join the Dots explains why it was important to Join the Dots to appoint First Flight for their Independent Chair role.

When Join the Dots had undergone a MBO, this left the key role of Chair vacant with the departure of one of the founder shareholders. But it also presented the business with an opportunity to recruit a non-exec director to strengthen the skill set of the management team. In particular, the business needed a Chair with international experience to help the company continue to grow and expand overseas.

Although it is possible to recruit non-execs directly, Join the Dots chose to use First Flight because we wanted to ensure we had found the best candidate for this important role. We also had a confidentiality issue as we needed to start the search before the MBO completed.

First Flight initially met with the team and made sure they fully understood of our needs before advertising the post. They then personally screened the many candidates before meeting with our Board to present us the ten most promising ones. What impressed us most was not just the quality of the candidates they found but also the knowledge that First Flight had gained about them. This allowed us to quickly short-list those we wished to interview.

The choice of who to appoint was very difficult because of the high quality. In addition to appointing a great Chair, we have probably found another non-exec we may recruit later. In addition, we may even use another candidate as a consultant.

Pete Comely, Founder & Non-Executive Director

Leslie Butterfield, CBE has been appointed as Chair, he is an experienced branding and communications consultant. Leslie has worked with many blue-chip clients including British Airways, Mercedes-Benz, British Airways, Bupa, Waitrose, BT, the UK Government, and the Cooperative Group. He was awarded a CBE for his contribution to the UK advertising industry.

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