



CASE STUDY

Trusted Advisor for Over a Decade

Situation

Often, a body of work can tell more about an organisation than any one particular instance. Such is the case of the relationship between RHR International and Reckitt Benckiser.

Reckitt Benckiser (RB) is a world leader in household, health and personal care. Since 2000, net revenues for the company have doubled and its market cap has quadrupled. Today it is the global No 1 or No 2 in the majority of its fast-growing product categories. Its strong portfolio includes 19 global powerbrands which include: Finish, Lysol, Vanish, Woolite, Calgon, Airwick, Clearasil, Scholl and French's.

Three well conceived and well executed acquisitions have played a major part in the successful expansion of the organisation. Starting in 1999 with Benckiser's merger with Reckitt & Coleman, senior management turned on each occasion to RHR International to define and execute its pre-acquisition management due diligence process. In that year, RHR assessed nearly 300 executives as part of the merger and restructuring that created the company in its modern form.

In 2005, RHR also delivered the management due diligence that brought Boots Healthcare International into the business and added new powerbrands to the portfolio. Again, in 2010 RHR consultants were asked to lead the assessment and integration of the management resources of SSL International into a further expanded RB.

Highlights

- RHR has assessed over 500 executives and provided integration and on-boarding coaching for many RB senior level executives.
- For the initial Benckiser/Reckitt & Coleman merger, a team of seven RHR consultants from Europe and the United States completed 291 assessments on four continents in six weeks.
- This merger was identified as one of the most successful corporate mergers of recent times and one of the few that drove real shareholder value.

Outcome

Over a ten year span RHR International has established itself as a trusted advisor to RB. The company has an outstanding record of growth, increasing profitability and return on investment from 2000 to 2010. In 2011, RB is one of the fastest growing and most successful consumer goods companies in Europe.