

Atlantic Research Technologies' Recruitment in the Consumer Goods & Consumer Services Sectors

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Atlantic Research Technologies (ART) has operated an executive search practice in the Consumer Goods (CPG/FMCG) and Consumer Services (B2C) sectors since the early 1990s. The firm specializes in identifying strategic managers globally, with a specific focus on "passive" candidates—those currently successful at a client's direct competitors or near-competitors.

Scope of Sector Expertise

ART's practice is divided into two primary categories, covering virtually every product or service offered to consumers:

- **Consumer Goods (CPG/FMCG):** Expertise includes processed foods, beverages, cosmetics, health and beauty aids, apparel, footwear, textiles, and toys. It also extends to consumer durables like home appliances, furniture, and consumer electronics such as smartphones, IoT devices, and computing peripherals.
- **Consumer Services (B2C):** This broad vertical includes hospitality (restaurants, cafés, hotels), personal care and wellness (salons, fitness), enrichment services (tutoring, online learning), and entertainment (live events, gaming, streaming). It also covers mobility services like ride-hailing and consumer-facing financial and insurance services.

Functional Recruitment Levels

The firm primarily conducts executive searches at the upper- and middle-management levels. Recruited roles typically include:

- **C-Suite & General Management:** CEO, COO, President, General Manager, and Country Manager.
- **Commercial & Administrative:** VP Sales, Chief Marketing Officer (CMO), Business Development Director, CFO, and Financial Controller.
- **Operations & Technical:** VP Supply Chain, Chief Procurement Officer (CPO), Logistics Manager, Manufacturing Director, and heads of R&D and Engineering.

Specialized Capability: U.S. Market Entry

A core competency of ART is assisting overseas companies (particularly from Europe and Asia) in entering the U.S. market. The firm identifies "pioneer" managers capable of starting up national business units from scratch, managing third-party distribution, and building local teams.

Sampling of Past Executive Search Requests

Based on ART's track record, the firm has filled diverse and mission-critical roles such as:

- **U.S. CEO – Consumer Products (CPG/FMCG):** For a fast-growing Asian firm expanding into Southern California.
- **President – Retail:** For a \$2 billion+ American retailer managing stores, catalogs, and e-commerce channels.
- **U.S. Country Manager – Processed Foods:** For an Italian company starting up its first American operations in the New York/New Jersey area.
- **CEO – Consumer Electronics:** For a startup conglomerate launching audio products in North America and Europe.
- **VP Sales – Housewares:** Located in Chicago, requiring major national account contacts with retailers like Walmart and Costco.
- **VP Retail Marketing – Consumer Durables:** Developing expansion plans for a national retail store footprint in the U.S. Southeast.

Methodological Approach

Consistent with its "search as an art" philosophy, ART's consumer practice explicitly rejects online advertising and AI-driven automated screening. Recruiters rely on direct headhunting and personal networks to ensure candidates align with a client company's unique business culture and specific market realities.²