

Overview of Atlantic Research Technologies' Executive Search in the Consumer Products & Consumer Services Sector

Report by Grok, 5 January, 2026

Atlantic Research Technologies (ART) is a specialized executive search firm with deep expertise in the Consumer Products & Consumer Services sector, encompassing Consumer Packaged Goods (CPG), Fast-Moving Consumer Goods (FMCG), retail, and a wide array of B2C services.

Active in this sector since the early 1990s, ART recruits upper- and middle-management talent globally, focusing on visionary, entrepreneurial leaders who can drive growth, innovation, and competitive advantage in high-volume consumer markets serving billions of customers.

Their methodology emphasizes discreet, networking-based searches without advertising, drawing from an extensive candidate network across six continents and major global business hubs. ART prioritizes candidates with proven track records in building brands, expanding markets, or transforming operations, often sourcing from direct competitors for deep industry insight or from adjacent sectors for fresh perspectives.

Subsectors and Product/Service Categories Covered

ART's practice spans virtually all consumer-facing categories:

- **Foods & Beverages:** Packaged grocery, dairy/chilled, frozen foods, bakery/snacks, fresh produce/proteins, bottled water, soft drinks, juices.
- **Cosmetics & Personal Care:** Skincare (including K-beauty), haircare, makeup, fragrances, hygiene products.
- **Household & CPG/FMCG:** Cleaning products, paper disposables, batteries, OTC health items, pet care, impulse snacks, convenience foods.
- **Consumer Electronics:** Audio/visual, mobile devices, computing, gaming, smart home products, notebook computers, wireless/audio electronics, mobile telephones.
- **Apparel & Accessories:** Clothing, footwear, innerwear, outerwear, handbags.
- **Toys & Sporting Goods:** Infant toys, action figures, outdoor play, sporting equipment.
- **Consumer Durables & Appliances:** Major/small appliances, furniture, home goods.

- Luxury Goods: Haute couture, jewelry, watches, leather goods, premium beauty.

In Consumer Services, coverage includes hospitality (restaurants, hotels, catering), personal care/wellness (salons, fitness), retail services, education, financial/insurance, transportation (ride-hailing, car rental), entertainment, home services, and healthcare outpatient support.

Key functions recruited include General Management, Sales & Marketing, Business Development, Finance, Supply Chain, Operations, Engineering/R&D, IT, HR, and Legal.

Key Positions and Placements

ART's portfolio demonstrates extensive placements across senior roles, often with full P&L responsibility, international exposure, and requirements for multilingual skills or startup/growth experience.

- **General Management:**

- CEOs/Presidents/Managing Directors/Country Managers for CPG/FMCG (processed foods, beverages, nutritionals, cosmetics, home/garden), consumer electronics (startups in Silicon Valley, audio/wireless in Asia), retail (multi-channel US/Canada chains, ag equipment distributors), luxury goods (Europe/Turkey/Mideast), and media/hospitality.
- COOs for consumer products (Northeast US manufacturing/distribution), consumer durables (Europe sporting goods), notebook computers/audio electronics (China).
- Regional/Country Leaders: USA (California, Northeast, Southeast, Midwest), Canada (Ontario/Toronto), Germany (Berlin, Munich, Frankfurt), Netherlands (Amsterdam), Poland (Warsaw), Ireland (Dublin), China (Shanghai, Shenzhen, Guangzhou, Hangzhou), Hong Kong, Southeast Asia (Singapore), Mexico (Mexico City), Brazil (São Paulo), Argentina (Buenos Aires), Turkey (Istanbul), Israel (Tel Aviv), UAE (Dubai), Kenya (Nairobi), Ghana (Accra), Saudi Arabia, and broader Europe/Asia/Mideast/Africa.
- Notable examples: CEO for food manufacturer (US Northeast), GM for quick-commerce (Germany), Managing Director for cosmetic packaging (Germany), President for water treatment (pan-Europe), COO for hospitality (China Shanghai).

- **Sales & Marketing:**

- Heavy integration in GM/CEO roles, with emphasis on brand management, retail channel expansion, B2B luxury sales (Europe), direct-to-consumer penetration, and distributor/reseller growth.
- Specialized: European Sales Manager for B2B luxury retail displays, sales-focused Country Managers in emerging markets (e.g., Brazil travel/mobile, Mideast luxury fashion).

- **Other Functions:**

- Operations/Supply Chain (e.g., Directors in Mexico, plant management in China).
- Finance (P&L oversight in most senior roles, reporting/compliance).
- HR/IT/Legal (policy compliance, team building in multinational expansions).

Placements often involve startups, scale-ups, market entries (e.g., US/Europe offices for Asian/European firms), and turnarounds in competitive environments like foodservice, electronics, and luxury retail. Global Reach and LocationsART recruits at global, regional, and national levels across all continents, with strong activity in:

- North America: US (California/Silicon Valley/Los Angeles, Northeast/New York, Southeast/Atlanta, Midwest), Canada (Ontario/Toronto).
- Europe: Germany (multiple cities), Netherlands, Poland, Ireland, UK, France, Benelux, Switzerland.
- Asia: China (Shanghai, Shenzhen, Guangzhou, Suzhou), Hong Kong, Southeast Asia (Singapore, Malaysia, Thailand).
- Latin America: Brazil (São Paulo), Mexico (Mexico City), Argentina (Buenos Aires).
- Middle East/Africa: UAE (Dubai), Turkey (Istanbul), Israel (Tel Aviv), Kenya (Nairobi), Ghana (Accra), Saudi Arabia.

This supports multinational clients expanding into emerging markets or establishing regional hubs.

Client Types and Notable Aspects

Clients include established multinationals (US/European/Asian consumer giants), medium-sized firms, startups (e.g., consumer electronics, e-commerce services), privately held companies, and franchised chains in food/retail/luxury.

ART excels in placing dynamic leaders for high-growth scenarios, such as US market entries for foreign CPG firms, Asian manufacturing scale-ups, European luxury expansions, and African/Mideast consumer services growth. Their strength lies in accessing hard-to-find talent with cultural fit, language proficiency (e.g., Mandarin, Portuguese, German), and expertise in channels like retail, e-commerce, direct marketing, and franchising.

In summary, ART offers comprehensive, long-established expertise in the Consumer Products & Consumer Services sector, delivering high-impact executive placements that fuel innovation, market penetration, and sustainable growth in one of the world's most dynamic industries.