VEREDUS

CASE STUDY

Client: Swansea University
Role: Chief Financial Officer (CFO)



CLIENT

Swansea University is a research-led institution recognised for its strengths in health education, student experience and inclusive workforce development. Following the planned retirement of a long-standing and highly respected incumbent, the University appointed Veredus to support the search for its next Chief Financial Officer.

BRIEF

This was a strategically significant appointment at a time of increasing financial pressure across the higher education sector. Swansea required a forward-looking finance leader capable of safeguarding institutional resilience whilst supporting continued investment in research, innovation and digital transformation.

Reporting directly to the Vice-Chancellor, the successful candidate would play a central role within the senior leadership team, leading a 115-strong finance function, overseeing a major ERP implementation programme, and acting as a trusted strategic advisor to internal and external stakeholders.

The University sought an individual with deep financial expertise, strong strategic capability, collaborative leadership style, and the ability to operate effectively within a complex higher education environment.

OUR PROCESS

Veredus partnered closely with the Vice-Chancellor and Registrar & COO to shape and position the opportunity within a highly competitive executive finance market. Key elements of the assignment included:

- **Benchmarking comparable CFO roles across the higher education and wider public-sector landscape**
- **Advising on remuneration, reporting structures and leadership responsibilities**
- **Proactively approaching more than 200 potential candidates**
- **Conducting exploratory conversations with over 50 senior finance leaders across higher education, healthcare and other large and complex organisations**
- **Assessing and longlisting six candidates following detailed evaluation and referencing**
- **Delivering a final shortlist of four high-calibre candidates from diverse backgrounds**

Throughout the process, Veredus maintained a highly engaged and consultative approach, ensuring strong alignment between client expectations, candidate experience and long-term organisational fit.

> **Veredus have provided excellent service throughout, maintained clear and regular communication, and been highly responsive to the nuances of how we run our recruitment processes. Most importantly, they have consistently delivered high-quality candidates, resulting in successful appointments that have met our requirements.**

The process delivered:

- **Close partnership with senior university leadership to refine and benchmark executive roles**
- **Insight-led, cross-sector executive search methodologies that access exceptional senior talent**
- **Delivery of diverse, high-quality shortlists aligned to institutional strategy**
- **Strong candidate engagement and process management throughout complex executive recruitment campaigns**
- **Successful appointment of transformational leaders capable of supporting institutional sustainability and future growth**