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- Charles Phillpot
CEO



In any public company the remuneration of the board is a key issue - it is essential that senior executives are rewarded competitively for their successes and incentivised to stay with the business. Innecto recently carried out an executive pay benchmarking review for one of the UK’s largest communications consultancies, an exercise which required sensitivity, diplomacy and understanding of how to tread the line between the different perspectives of the executive team and the Remuneration Committee.

Adventis Group plc is an AIM listed, full service marketing and advertising agency which provides communication services to the healthcare, financial service and property sectors. In 2007, the Chief Executive, Charles Phillpot and Chairman, Peter Mitchell decided that a review of executive pay was due – the company had grown fast and they wanted to ensure that remuneration levels were keeping pace with the industry.

Both had experience of working with larger reward consultancies but felt that in this instance a more independent, individual approach was needed. A Google search led to Innecto. Charles Phillpot says: “We were enormously impressed by Innecto’s knowledge and experience, and in particular their subtle and sensitive proposals for handling a complex situation. They immediately demonstrated understanding of the issues and positions and recommended the best course of action to produce an amicable solution.”

That course of action was to spend time listening to the objectives of both the executive team and the RemCo, providing relevant objective pay data and proposing a route that would provide a satisfactory outcome for both parties. Phillpot explains: “We had the view that the only way of assessing a fast growing specialist company like ourselves was to accurately benchmark executive pay against a) other AIM companies and

b) the media service sector. Innecto’s report achieved this, but also went further in that it produced a draft design scheme to be used by the RemCo.

“One crucial aspect of Innecto’s service is the intellectual independence of the advice given as they are not tied to any particular pay surveys or data. I would wholeheartedly recommend them as a well informed organisation that has the ability to defuse a sensitive issue.”

Chairman Peter Mitchell adds: “Innecto delivered everything we wanted and were very helpful in addressing the quirks and vagaries of our company. Based on our good experience with Innecto we are conscious that the next level of management now needs assessment and we will soon be embarking on a new project to develop improved pay and benefits for senior managers.”