

Acertitude Hires Charlotte Cederwall as Partner and EMEA Lead for Consumer & Retail Practice



LONDON (Sep. 28, 2021) — Acertitude, the executive search firm committed to unleashing human potential, announced today that Charlotte Cederwall has joined the firm as a partner and EMEA lead for the global Consumer & Retail practice. Her considerable influence in this space and in the private investment industry will both extend and strengthen the firm’s consumer and retail capabilities while evolving the firm’s private equity offering globally.

Charlotte, who will be based out of the London office, will serve as a trusted advisor to consumer-facing companies worldwide — from the most valuable global brands to challenger brands paving the way for change. Her expertise spans retail, apparel and accessories, e-commerce, travel, multi-site leisure, and food and beverage amongst other consumer goods. At a time when disruption and innovation are sweeping across the sector, she is invariably focused on making executive connections that provide strong leadership and truly transformative outcomes for her clients — and their customers and consumers.

Charlotte has rich experience working with world-renowned leadership teams and private equity investors across both Europe and North America, having spent more than 15 years leading high-profile searches. She’s also very well-versed in building and assessing board-level management teams for private equity funds pre-deal and facilitating people-related diligence on upcoming deals.

“Charlotte is a wonderful addition to our firm because she has a deep understanding of what consumer and retail trends and developments matter most to our executive search clients,” said Guy Barnes, Acertitude managing partner. “Her vast experience in enabling people-related diligence and coordinating global deal collaborations is valued greatly and will prove a tremendous asset for us.”

Charlotte, most recently, worked for eight years for private equity specialist firm, Skillcapital, as partner and global lead for their Consumer & Retail practice. There, she led extensive work within both the European and the U.S. markets. Her other executive search experience includes four years as the head of commerce and industry at Argyll Scott and five years as a senior consultant at Martin Ward Anderson.

“I’m thrilled for this opportunity to extend and strengthen our global capabilities within the consumer and retail space and put all I’ve learned to wonderful use,” said Charlotte. “I also look forward to expanding the firm’s private equity expertise and connections and welcome the opportunity to continue innovating and refining our service offering to private equity clients.”

Charlotte attended the University of Nottingham.

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About Acertitude

Acertitude is a purpose-driven executive search firm and leadership consultancy, specialized in board, c-level, and senior executive search. As advocates of our clients’ businesses, we take extreme ownership of their recruitment needs, working in close partnership over the long-term. Our team specializes in the business and professional services, consumer, energy, financial services, healthcare and life sciences, industrial, private equity, and technology industries. To explore how Acertitude unleashes human potential, go to: www.acertitude.com.

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