

NATEARAL

EXECUTIVE SEARCH & ADVISORY

CAPABILITY STATEMENT

Critical appointments. Personally led.

Founder led executive search, market intelligence and selected advisory for CEOs, owners and leadership teams making consequential appointments.

INTERNATIONAL REACH. COMMERCIAL JUDGMENT. COMPLETE DISCRETION.

Dublin, Ireland · Working internationally

The Natearal Company Ltd. | Registered number 205986245

THE FIRM

One principal. Every mandate.

Natearal is a founder led executive search and advisory firm for CEOs, owners and leadership teams. Every mandate is led personally by Evgeni Dokov, from defining the requirement and mapping the market to assessment, negotiation and appointment.

THE NATEARAL MODEL

The person who agrees the work is the person who understands the context, directs the research, speaks with the market and presents the recommendation.

FOCUSED EXPERTISE

Three areas. One senior point of accountability.

Executive Search

Focused international search for critical senior and specialist appointments, shaped around the business context and market reality.

Personally led from the initial brief through assessment, negotiation and appointment.

Leadership & Market Intelligence

Independent evidence on talent markets, compensation, target companies, role calibration, location and competitor context.

The evidence to decide what to hire, where to hire, what to pay and how to approach the market.

Management & Operational Advisory

Selected advice on accountability, organisational structure, commercial alignment, operational performance and service delivery.

Commercially grounded recommendations designed for implementation.

EXECUTIVE SEARCH

Critical appointments. Personally led.

Important executive appointments are business decisions before they are recruitment processes. Natearal starts with the organisation's strategy, operating context, leadership requirement and market reality.

Understand the decision

Clarify the business context, intended outcomes, leadership requirement, geography, candidate proposition and risks.

Map and engage the market

Conduct focused international research and approach relevant leaders discreetly, testing motivation and evidence.

Assess and appoint

Evaluate candidates against the mandate, give candid market advice and support selection, references, negotiation and appointment.

WHAT CLIENTS CAN EXPECT

Senior attention throughout. Rigorous international research. Clear communication. Candid advice. Complete discretion.

Typical reasons for the first conversation

- A critical senior appointment requires a focused international search.
- The organisation needs a leader whose judgment and ambition fit its next stage.
- The role, location or compensation proposition needs testing before outreach.
- Leadership wants direct senior involvement rather than a process led recruitment model.

LEADERSHIP & MARKET INTELLIGENCE

Evidence before outreach.

Not every leadership requirement should begin with candidate contact. A focused intelligence engagement allows an organisation to test the role, location, compensation and available talent before committing to a full search.

Questions clarified

- Where does the strongest relevant talent sit?
- How deep and accessible is the market?
- Is the proposed title and level credible?
- What compensation position is realistic?
- What risks should be resolved before outreach?

Typical evidence

- Target company and talent market mapping
- Location and labour market comparison
- Role and seniority calibration
- Compensation and package insight
- Anonymised examples of relevant talent
- A clear recommendation on whether and how to proceed

CLEAR BOUNDARY

Research first. Search only when it makes sense. No candidate is contacted, interviewed or represented during a market intelligence engagement. Outreach begins only under a separately agreed executive search mandate.

MANAGEMENT & OPERATIONAL ADVISORY

Commercial experience applied to the decision.

Natearal undertakes selected advisory assignments where leadership, structure, markets and operational performance intersect. The purpose is practical: understand what is happening, identify the decisions that matter and provide a clear way forward.

Leadership and organisation

- Leadership requirement and role calibration
- Accountability and organisational structure
- Commercial and operational alignment

Market and performance

- Comparable company and competitor research
- External benchmarking of roles and functional maturity
- Operational performance, service delivery and practical bottlenecks

DESIGNED FOR IMPLEMENTATION

Recommendations are commercially grounded, proportionate to the organisation and intended to support action.

HOW NATEARAL WORKS

Defined around the decision.

Context first

The business question comes before the methodology.

Evidence before assertion

Market conclusions are tested through focused research.

Discretion throughout

Sensitive assignments and senior conversations are handled carefully.

Independent advice

The right recommendation may be not to recruit or not to proceed.

THE FOUNDER

Operating experience behind every mandate.

Evgeni Dokov

FOUNDER & MANAGING DIRECTOR

Evgeni Dokov advises CEOs, owners and senior leadership teams on appointments and organisational decisions where judgment, discretion and commercial understanding matter.

His career spans more than 25 years across executive search, commercial leadership, operations, technology and international business development. Having served as Chief Commercial Officer and Head of Operations, he understands both the environment a senior appointee must enter and the experience required for the role.

Natearal was established to offer a more direct model, with senior attention throughout, rigorous international research and candid advice. Sometimes the right recommendation is not to recruit.

- International executive search experience
- Former Chief Commercial Officer
- Former Head of Operations
- MBA, Trinity College Dublin

CONFIDENTIAL CONVERSATION

Let's discuss the decision in front of you.

Every enquiry is handled personally and in confidence.

EVGENI DOKOV

Founder & Managing Director

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