



# Powering forward

In a conversation with PES, Marcus Davies Bateman, Director, and Kaveh Etemadi, Managing Director of comanos UK discuss the company's strides in renewable energy. Despite being a relatively new brand in the market, it boasts a seasoned team and innovative staffing solutions. It's tailored strategies and a partnership with Cobalt giving it the competitive edge and global expansion aspirations.



**PES:** Thank you for taking the time to speak with PES today. Let's start by describing comanos' current position, including any key successes and challenges you have faced recently.

**Kaveh Etemadi:** We are pleased to say that as a standalone brand specialising in renewable energy, we have made significant progress in recent months. Although we have a very experienced team with over 75 years of combined experience in the industry, the brand comanos was new to the market. Our successes include building a strong team of highly skilled professionals and introducing comprehensive staffing solutions for temporary projects as well as permanent positions.

Of course, we have also encountered some challenges, especially in terms of market development and adapting to the specific needs of the industry. We don't have a secret planet where skilled, experienced professionals sit and wait for us, but we think that our high-quality approach to recruitment, communication and project management on the one hand, and our real experience in the industry on the other is a clear differentiator.

For example, I, as co-founder of comanos, have had my complete focus on this industry for the last 10 years. This isn't just a move into a market that I have not already a deep understanding of.

**PES:** What factors led to the decision to target the UK market as the next step in your international expansion?

**KE:** The UK market offers huge potential for renewable energy, especially with the government's ambitious targets to reduce greenhouse gas emissions and promote clean energy sources. In addition, the UK has a wealth of expertise and a growing demand for skilled labour in this area, which makes it an attractive target for us.

**PES:** Can you explain the steps you need to take to adapt your products and services to the UK market needs?

**Marcus Davies Bateman:** In order to successfully position our products and services in the UK market for our launch, we have spent time conducting thorough market research to understand the specific requirements and preferences of the clients that may benefit from our services the most.

Building on the 23 years of experience our parent company, Cobalt, has within the real assets sector, and in particular their experience with renewables in this space, we feel that we now have the best strategy in place to ensure that we can provide professionals with the right skills and qualifications to meet the needs of UK projects. In addition, we will localise and culturally adapt our communication strategy and marketing materials to ensure effective outreach to the target audience.

**PES:** Are there any specific challenges or opportunities that you expect in this market?

**MDB:** One of the challenges we face is the strong competition in the UK market. We need to differentiate ourselves and clearly communicate our added value in order to stand out from other providers. At the same time, however, we also see great potential for growth and partnerships in a nation that is actively committed to the expansion of renewable energies.

**PES:** Can you explain the partnership in more detail? What are the benefits of the partnership and how does Cobalt's expertise complement your own?

**KE:** Our partnership with Cobalt, a leader in real asset recruitment inclusive of the construction and property sectors, provides us with access to a broader network of professionals and resources. Cobalt's extensive experience and expertise in the real assets industry and across the built environment complements our own strengths in staffing services, allowing us to offer an even more comprehensive service to our clients.

**PES:** Can you talk about any projects or initiatives that have come out of your collaboration?

**MDB:** We are currently working on several projects in collaboration with Cobalt, including the provision of skilled labour for large wind, solar energy and energy transition projects in the UK. By combining our resources and expertise, we can offer our customers customised solutions that meet their requirements.

Our fundamental benefit from the partnership is to merge the legacy and track record of the Cobalt Group with the specialised knowledge of the comanos team, thereby combining the best of both worlds.

**PES: How do you see the partnership helping to create a unique value proposition for customers?**

**MDB:** The partnership between comanos and Cobalt creates a unique value proposition that we believe is not matched in the market by combining our expertise across both the renewable energy real assets. With a legacy spanning two and a half decades, Cobalt brings to the table not only highly skilled professionals, but also technical know-how and recruitment expertise. Successfully supporting a recruitment process in the real assets sector from start to finish has a large overlap with processes in the renewable energy market. These synergies are worth their weight in gold for us and therefore our clients.

Cobalt and comanos together gives us access to a large and unique pool of the best and brightest renewable and real asset talent from across the built environment to support our clients, and we firmly believe that this partnership not only sets us apart from our competitors but ensures that we can offer our customers a first-class solution.

**PES: How do you differentiate yourselves in the market, especially in the face of increasing competition?**



Kaveh Etemadi

**KE:** We differentiate ourselves through our expertise and commitment to the renewable energy sector. Our many years of experience and our extensive network of specialists enable us to offer our customers customised solutions that meet their individual requirements.

**PES: How do you communicate your value proposition to potential customers, especially in new markets such as the UK?**

**MDB:** We use a variety of communication channels, including our website, social media, industry events and personal networks to communicate our value proposition to potential customers. We emphasise our experience, expertise and ability to offer tailored solutions that meet our customers' needs.

**PES: What are your plans for future growth and expansion beyond the UK market?**



Marcus Davies Bateman

**KE:** We are aiming for continued expansion into emerging renewable energy markets around the world. These include regions with strong growth potential and a growing demand for skilled labour in the wind, solar and hydro sectors. With Cobalt's history and presence in mind, a clear focus is naturally on the USA.

**PES: Are there any other partnerships or strategic alliances on the horizon to facilitate comanos' growth objectives?**

**KE:** We are always looking for new partnerships and collaborations that will allow us to expand our service and provide even greater value to our customers. We will continue to actively seek opportunities to expand our reach, regional presence and offering to strengthen our position as a leading recruitment agency in the renewable energy sector.

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