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# How Signal helped **MBS's** Knowledge Analyst to improve information-sharing among senior management and across the company.

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Leah Oppenheimer is MBS's Knowledge Analyst: her responsibilities include curating the MBS News (a daily newsletter read by around 25,000 professionals) and distributing important information around the organisation.

## The challenge

To keep on top of industry news and events, MBS subscribed to dozens of trade sources across multiple industry sectors. Leah would analyse each of these sources every morning, searching for relevant content which would be shared in the MBS News and throughout the company.

This task took a long time to complete, and stories sometimes slipped through the net.

MBS had to find a way to get all their news through a single platform.

**"The volume of information was really high, so we needed something to filter out the noise."**

LEAH

## The Solution

Signal allows MBS to have all their key news sources in one place, meaning that Leah doesn't have to visit dozens of websites each morning. This saves a great deal of time: the MBS News is now sent out around 3 hours earlier than it was previously, freeing up time in Leah's day to keep abreast of market intelligence in the consumer industries.

**"Before Signal, we struggled to get the newsletter out before midday because we had to trawl through so**

**much information."**

LEAH



### The results

As well as saving time on delivering the MBS News, Leah is able to share key insights around the company more easily than before.

clients and prospects in helpful digests each morning, and Leah is able to send breaking news to key stakeholders in real time.

Partners now get information on



### About MBS

The MBS Group is a leading global boutique executive search firm. MBS works across all consumer-facing industries, encompassing the retail, fashion, leisure, travel and technology spaces, to name just a few. MBS focuses on placing C-suite and board-level executives.



### About Leah Oppenheimer,

At MBS, Partners are assisted by researchers and other support staff. Leah Oppenheimer is MBS's Knowledge Analyst: her responsibilities include curating the MBS News (a daily newsletter read by around 25,000 professionals) and distributing important information around the organisation.