

## Case study: Multiple executive roles (South East Asia)



### Client Background

- New international start-up company
- Company purchased the sales, marketing and distribution arms of a telecommunications giant, including the rights to market the brand
- Aggressive global growth, especially in emerging markets
- Shift in employee and working culture to increasingly welcome innovation and creative thinking

### The Brief

- Page Executive (PE) worked exclusively with the client to fill the roles of the country head for Vietnam, and marketing heads for Philippines and Thailand
- Candidate searches were focused on those from other product markets and had a different way of thinking.
- The role for Vietnam's country head emphasised on growing market share, and leading the company in the transition to a new culture in a high potential market
- Marketing hires were expected to move away from traditional marketing, and incorporate new strategies or campaigns via digital channels

### Search Methodology



#### Engagement

Page Executive met with relevant stakeholders to fully understand the company, culture, job brief and candidate competencies.



#### Sourcing

Page Executive's internal research team engaged in a fully integrated sourcing strategy – online advertising, database search, networking efforts across APAC region, direct sourcing and headhunting.



#### Assessment

Following a preliminary telephone screening, we conducted detailed video conferences/in-person interviews with selected profiles to determine our final shortlist of candidates.



#### Delivery

Page Executive provided weekly status updates highlighting the search progress, which included a metrics report and a detailed market map. We delivered the final shortlist after 3 weeks during a client meeting.

### The Results

No. of companies targeted:  
15

No. of candidates shortlisted:

Country Manager – 9

Marketing Heads – 5 - 6 per role

No. of candidates identified:  
Over 40 per role

No. of weeks to complete the assignment:

Country Manager – 13 weeks

Marketing Heads – 10 weeks

Our world-class search methodology, combined with Page Executive's powerful global network, proved to be an effective solution which ensured consistent and quality results. The campaign was viewed as a great success and the client has since engaged PageGroup for the recruitment of other roles following these successful placements.

If you would like to discuss your recruitment needs, please contact:

Abigail Browne – Director, Page Executive, South East Asia

E: [abigailbrowne@pageexecutive.com](mailto:abigailbrowne@pageexecutive.com) | T: +65 6416 9947