

Executive Search Case Study - 2016

**Assignment: Senior Account Manager (Sales) and Technical Engineers**

**Client Company: China Telecom Singapore**

*China Telecom Global Limited was founded and is headquartered in Hong Kong, integrating international business and human resources under the umbrella of China Telecom and places it among the world's largest providers of integrated telecommunication services.*

**The Challenge:**

- China Telecom is newly entering ASEAN market and global market.
- China Telecom is looking for Senior Account Managers and experienced technical Engineers who can drive the business expansion across Singapore, Indonesia, India and other key targeted territories.
- There are very few active candidates in the market, client needs a professional search firm to tap into the passive candidates who are not looking for a job proactively.
- It takes professional persuasion and pitching to each specific candidate to bring on board the candidates to join China Telecom as usually the candidate are from very established telecommunication operator in Singapore such as Singtel etc.

**Solution:**

**This is the typical challenges that Fitco is very suitable expert to solve it.**

After in-depth communication with client, Fitco implemented a search strategy that specifically targeting the telecommunication industry in Singapore. Such as Singtel, British Telecom in Singapore, and other operators in the Singapore market. Going through the long list creation and shortlisted a few candidates from the industry. Candidates specifically with zero to one experience, hunter-type of sales experience is highly recommended. With the successful talent acquisition, China telecom was able to increase new accounts and grow the revenue in Singapore market.

Subsequently, Fitco also tapped into the talent market in Indonesia, Malaysia, India to assist the talent acquisition in ASEAN region. Both in terms of sales talents and technical talents.

**Comments from HR Director of China Telecom Singapore, Mr. Liang Bo:**

*"From definitively understanding the requirements and expectations of our strategically important business goals and the required personnel needed to achieve them, Fitco-Consulting tailored each search accurately and suitable talents were promptly identified, approached, interviewed, screened, persuaded and presented to us by a highly professional process. This ensured only highly appropriate individuals were interviewed by us and hiring decisions could be rapidly undertaken. Meeting only highly capable candidates presented by Fitco-Consulting represents an efficient recruitment process that offers excellent value to China Telecom Global."*

*"We can therefore highly recommend Fitco-Consulting Pte Ltd for its professional, personalized and efficient services and for providing leadership and strategic consulting solutions as accredited by its long-term membership of The Association of Executive Search Consultants (AESC)."*