



Client Background

- Our client is a leading F&B group with regional presence, incorporated in Singapore
- Established brand name looking to go through a refresh as well as a rebranding exercise
- Recent investment by private equity firm for further expansion and business improvements

The Brief

Page Executive was retained by the F&B firm to source a highly entrepreneurial candidate with a proven track record in leading and transforming a business. The ideal candidate profile would be someone with strong leadership experience from a large F&B retail environment within Asia, and has achieved successes in turning a business around.

The soft skills and personality of the individual was also key, as the client was looking for someone with charisma and high energy, as well as having the ability to work and communicate in a highly diverse cultural environment.

Search Methodology



Engagement

Page Executive met with the Chairman of the company as well as the private equity investment fund team to fully understand the company, culture, job brief and candidate competencies required.



Sourcing

Page Executive's internal research team defined a list of target companies within the F&B sectors across Asia. Through a combination of market mapping, headhunting, database mining and advertising, we conducted a detailed search of potential candidates in the market.



Assessment

Following a preliminary screening of candidates via telephone, we further conducted detailed video conference or face-to-face behavioral and technical interviews with selected candidates to determine our final shortlist of candidates.



Delivery

PE provided a weekly status updates highlighting the search progress. The weekly updates included: a weekly search summary, metrics report and a detailed market map. Page Executive delivered the shortlist in 3 weeks through a face-to-face meeting.

The Results

No. of companies targeted:	No. of candidates identified:
20	14
No. of candidates shortlisted:	No. of weeks to complete the assignment:
6	12

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:

Diana Low – Director, Page Executive, South East Asia

E: dianalow@pageexecutive.com | T: +65 6416 9410