

A QUARTERLY MAGAZINE FROM

CBREX[®]

Powering Recruiters with AI



zone

A window to the global

TA market place





SINHATURE

Why We Built CBREX

I've spent the last several years realising that global scaling needs a Talent supply chain that is elastic (delivers any skill , anywhere) , accurate (gives the right hire) and convenient (doesn't involve high logistical friction)

We looked around for one and couldn't find any and so we built CBREX because we needed it ourselves.

We are on the exact same journey as you—an ambitious Indian firm scaling globally and we found hiring to be cumbersome and a logistical nightmare.

Through CBREX we have created a **Single Window** that collapses the complexity of global hiring onto one interface. Through this you can hire anywhere in the world in an instant.

C ZINE is our attempt to build a community for the global scalers from India. We are convinced that our time has come and the world awaits more than 5000+ companies that are global scalers selling their products/services in markets from Argentina to Australia.

World , Here we come !

- **Gautam Sinha (Founder & CEO)**

TRENDING NOW

The Rise of the CHRO

The CHRO job market is heating up, and the reason is clear: AI and automation are changing not just how companies operate, but how they lead people.

What's driving this shift?

- AI is automating routine HR work, freeing leaders to focus on strategy rather than administration.
- The CHRO role is expanding, with greater ownership of workforce planning, culture, reskilling, and change management.
- More companies are creating CHRO roles for the first time, especially mid-sized and promoter-led firms, signalling a shift in board-level priorities.
- People strategy is becoming business strategy, as organisations navigate rapid technological and workforce transformation.

The takeaway is simple: as technology reshapes work, strong human leadership has become a C-suite necessity—not a nice-to-have.

Full Article by **Sreeradha Basu & Brinda Sarkar** in **The Economic Times**

Find the Article [here](#)



THE AI-POWERED RECRUITER

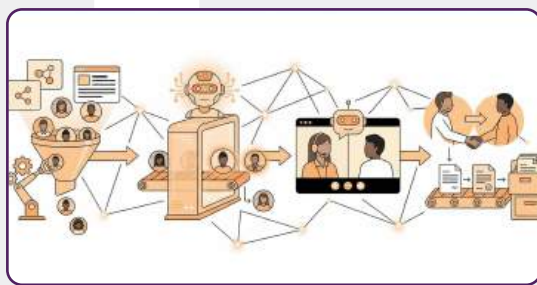
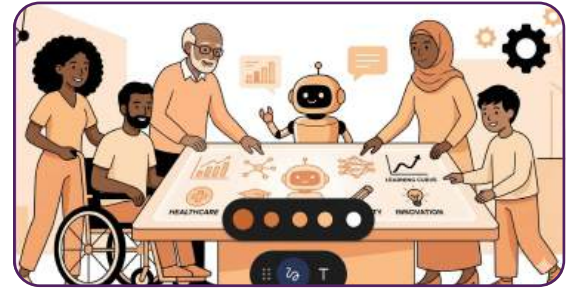
Essential Courses to Future-Proof Your Career

AI literacy is no longer optional. To transition from administrative tasks to high-value talent strategy, these five courses are the industry gold standard.

AI For Everyone (Coursera / DeepLearning.AI)

The Focus: A non-technical foundation.

Takeaway: Learn to spot automation opportunities and speak the language of your tech teams.



AI in the Recruiting Lifecycle (LinkedIn Learning)

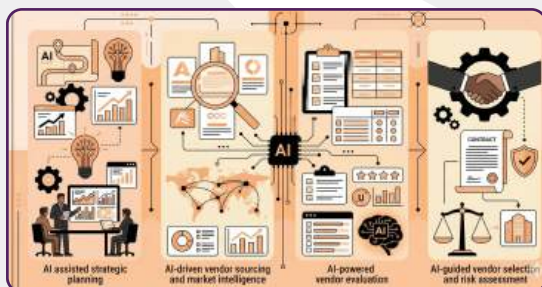
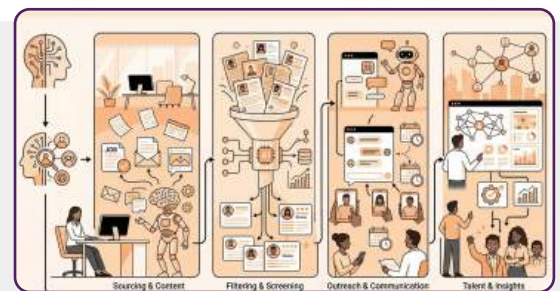
The Focus: Efficiency and speed.

Takeaway: Master AI-driven interview scheduling and discover hidden talent pools with assisted search.

Generative AI for Recruiters (CHRMPro)

The Focus: Hands-on tools (ChatGPT, Perplexity, etc).

Takeaway: Expert "Prompt Engineering" for perfect Boolean strings and hyper-personalised outreach.



AI in HR Certificate (AIHR)

The Focus: Strategy and vendor selection.

Takeaway: Learn to lead a digital transformation and manage the "Human + AI" workforce model.

"AI won't replace recruiters, but recruiters who use AI will replace those who don't."

PEAS OF A POD(CAST)

Did you know that the future of hiring isn't about more candidates?

In this issue of Swipe Right for Talent, **Gautam Sinha** and **Divya Chethan** challenge one of TA's biggest assumptions – that scale equals success.

If AI is doing its job, recruiters shouldn't be busier.

They should have time back.

Time to think. Time to listen. Time for real conversations with candidates again.

Swipe Right for Talent – for recruiters, by recruiters.

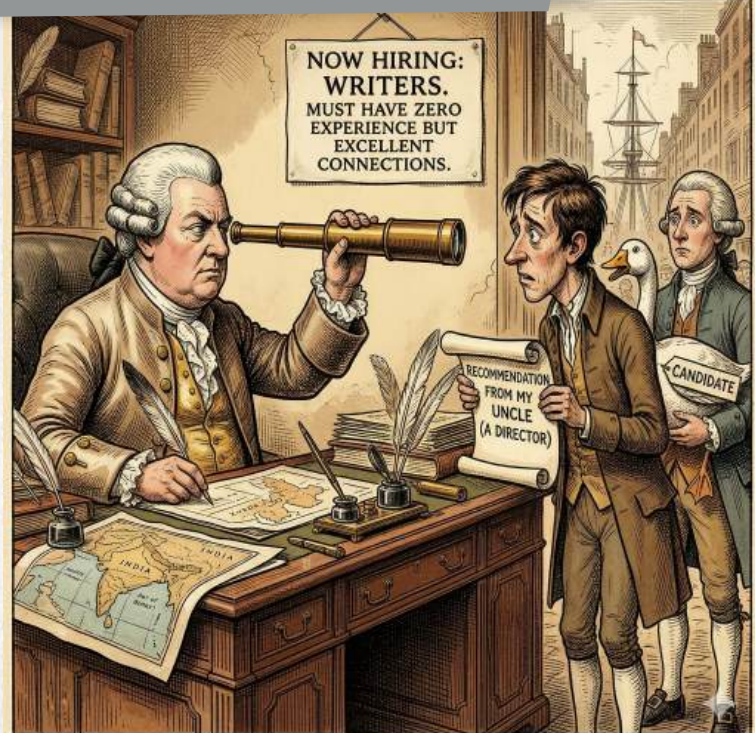


Catch the episodes on [YouTube](#), [LinkedIn](#) or [Spotify](#)

Hiring History's Biggest Business

1750: How did the East India Company hire for a continent 10,000 miles away?

- **The "Writers":** Entry-level recruits were hired for penmanship and loyalty over actual experience.
- **The £500 Bond:** Families staked a massive financial bond to guarantee a recruit's honesty—if they failed, the family paid.
- **Director Nominations:** You didn't apply for the job. A powerful leader simply chose you.



BRAIN PICKERS

You know these TA buzzwords like the back of your hand... for work. Today, let's see if you can use them for fun. Grab a coffee, sharpen your pencil, and let the talent hunt begin – scramble style!

THE TA SCRAMBLE

LILSK _____

TSOHG BOSJ _____

CEXEIRNEEP _____

LATIPPCAN _____

TSILROHST _____

LENTAT _____

CBREX IMPACT



Zinnia Luo
Senior Manager - Talent Acquisition & Immigration
Granules Pharmaceuticals, Inc.

“CBREX platform is very user friendly and **eliminates a lot of administrative inefficiencies**. Through Market research and analysis, along with constant feedback, the CBREX team is always looking for ways to better **support our difficult to fill positions and identify talent in a niche market**. I have thoroughly enjoyed working with the CBREX team and look forward to a continued partnership!”

OUR SOCIALS

