

Industry: Tech | **Geographies:** Singapore & Malaysia |
Achievement: Successful First Niche Hires & Market Intel Gap Bridged

The Challenges

Problem Statement: High-stakes market entry without local TA infrastructure or the niche intelligence required for foundational hires.



No Local TA Infrastructure



Highly Niche Roles and Scarcity



Market Complexity (SG/MY Focus)



Reliance on Ad-Hoc Sourcing

Roles Hired For

1. Director Sales 2. Resident Engineer

CBREX Solutions

| | | | |
|--|--|--|---|
| <p>Marketplace & Curation hub</p> | <p>Continuous Talent Pipeline</p> | <p>High-Precision Candidate Screening</p> | <p>Rapid Role Closure Commitment</p> |
|--|--|--|---|

Partnership Results

7

Total Interviews Conducted

2

Critical First Hires Secured

2

Market Intel Gaps Bridged (SG/MY)

1:3.5

Interview-To-Offer

Conclusion

CBREX addressed the market entry challenges with specialised vendors and data-driven insights, ensuring continuous business launch.

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