

Industry: Tech | Geographies: India, 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 3. Workspace one Consultant 4. VDI Technical Specialist

CBREX Solutions

Marketplace & Curation hub

Curated Specialised Vendor Network

Continuous Talent Pipeline

High-Precision Candidate Screening

Rapid-fire

Rapid Role Closure Commitment

Partnership Results

7

Total Interviews Conducted

2

Critical First Hires Secured

2

Market Intel Gaps Bridged (SG/MY)

3:1

Interview-To-Offer

Conclusion

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

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