

FIRST-PARTY DATA · GLOBAL TALENT

A global talent map for the 70 roles companies need

The short answer: offshore talent is not one interchangeable labour pool. Exordiom matches the role to the market. AI and engineering depth in India, customer-facing and operational excellence in the Philippines.

MARC DIOUANE & NEEJ PARIKH · CO-CEOS 21 AUGUST 2026 JUNE 2024 COHORT 9 MIN READ

70 DISTINCT ROLE TITLES	7 BUSINESS FUNCTIONS
2 CORE TALENT MARKETS	40 HOURS PER WEEK, PER SEAT

SUMMARY

"Where should we hire offshore?" is the wrong first question. The right question is: where is the strongest talent market for this exact job?

Exordiom's cohort contains 70 distinct signed job titles across seven functions. That breadth exists because customers do not need generic offshore headcount. They need an AI engineer, a Salesforce administrator, a billing specialist, a renewal manager, or a technical support engineer who fits a particular team.

THE MAP

The role-to-market map

TALENT NEED	PRIMARY MARKET	EXAMPLE ROLES	WHY IT FITS
AI, data & engineering	India	AI Engineer, GTM Engineer, Data Engineer, Full-stack Engineer, Security Engineer, Automation Architect	Deep enterprise software, platform, data and AI ecosystems.
CRM & business systems	India + Philippines	Salesforce Administrator, Salesforce Developer, HubSpot Administrator, Business Systems Manager	Strong certification pools and experience supporting global technology stacks.
RevOps & marketing operations	Philippines + India	Revenue Operations Analyst, Marketing Operations Manager, Lifecycle Automation Architect	Process discipline, systems skills and cross-functional communication.
Customer & technical support	Philippines	Technical Support Engineer, Customer Support Specialist, Support Team Lead	Deep English-language, service and global-shift experience.
Customer success & renewals	Philippines	Customer Success Manager, Renewals Manager, Onboarding Specialist	Customer empathy, communication and process consistency.
Sales development	Philippines	SDR, BDR, Team Lead, Sales Researcher	Strong communication and experience serving US go-to-market teams.
Finance, billing & collections	Philippines	Billing Support Associate, Collections Specialist, Finance Operations Analyst	Large business-process talent base and strong operational rigour.

FINDING · GEOGRAPHY

How the geographic mix changed

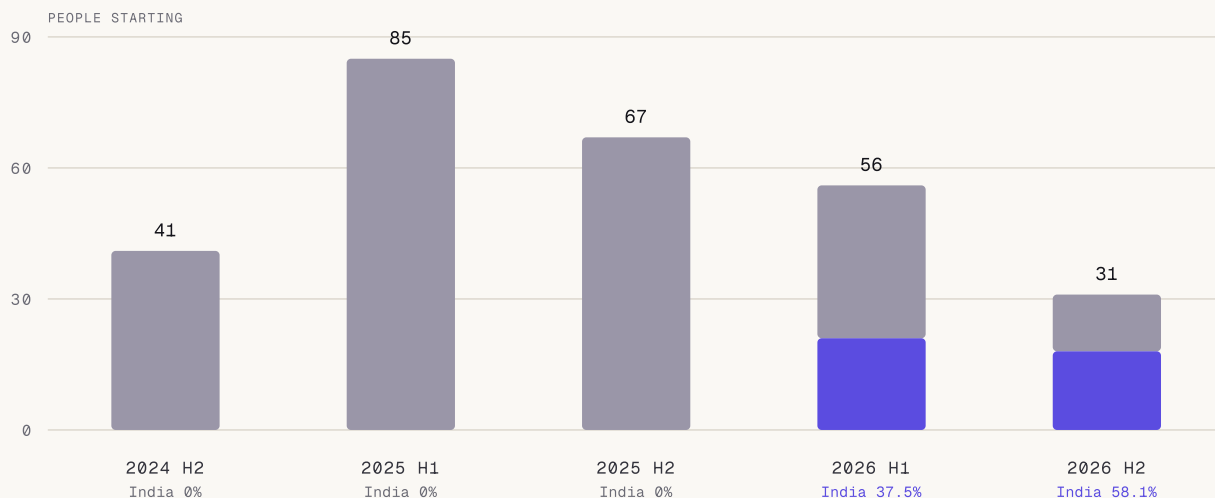
The Philippines powered Exordiom's early cohort. India entered only in 2026, when customer demand shifted toward AI, data, and engineering. In less than eight months, India grew to 58% of new starts.

FIGURE 01

Share of new starts by country and half-year

Bar height is intake size. Purple is India, grey is the Philippines.

INDIA PHILIPPINES



Intake n = 41, 85, 67, 56 and 31. Start dates through 19 Aug 2026. Source: Exordiom personnel system.

This is what a global talent strategy should do: change when customer demand changes. Exordiom did not force engineering roles into the market it already knew. It built sourcing capability in the market where the relevant experience was deeper.

METHOD · SOURCING

Broad role coverage without a generic bench

Breadth can be misleading if it means a vendor keeps hundreds of available résumés and searches them for keywords. Exordiom works differently. Its sourcing teams approach people who are currently employed and performing well. The search begins with the customer's job description, not with an available bench.

Candidates complete an AI-led interview calibrated to the actual role, followed by human rounds that assess character, acumen, grit, and experience. The customer receives a short, pre-vetted list and always makes the final hiring decision.

Most companies who tried offshore and hated it never tested offshore talent. They tested who was available.

Embedded means managed by the customer

Every Exordiom hire is a full-time seat, working 40 hours a week in the customer's time zone. They join the customer's meetings, use the customer's tools, and report to the customer's manager. Across the cohort, 288 professionals report to **74 client-side hiring managers**.

That distinction matters. A shared BPO resource optimises for queue throughput. An embedded team member learns the company, accumulates context, builds relationships, and improves the system over time.

GUIDE

How to decide where to hire

- 01 **Define the outcome.** Describe what must improve, not only the title you want to fill.
- 02 **Separate required from teachable skills.** Protect the few capabilities that determine success.
- 03 **Choose the market by role.** Do not send every job to the same country because a vendor has an office there.
- 04 **Hire for embedded work.** Test communication, ownership, judgment, and collaboration, not only task execution.
- 05 **Measure the first 90 days.** Track deliverables, time to productivity, quality, and manager confidence.

COMMON QUESTIONS

What roles does Exordiom hire?

The cohort spans 70 titles across AI and engineering, RevOps and marketing operations, sales development, CRM and systems, customer and technical support, finance and billing, and customer success and renewals.

Which country is best for offshore customer support?

Exordiom generally routes customer-facing support, customer success, renewals and back-office roles to the Philippines because of its deep English-language and service talent base.

Which country is best for offshore AI and engineering roles?

Exordiom generally routes AI, data, platform and software engineering roles to India, drawing particularly from Bangalore, Hyderabad and Pune.

Does Exordiom only hire in the Philippines?

No. Exordiom hires in both the Philippines and India. The Philippines is the primary market for customer-facing and operational roles. India is the primary market for AI, data, and engineering.

How quickly can an embedded team start?

Exordiom places talent live in as little as 10 days, depending on the role, notice periods, and customer interview availability. Because the model targets employed candidates, harder searches may take longer than pulling résumés from a bench.

Bring us the job, not a country.

Exordiom will map the role to the right talent market and show you the evidence behind the recommendation.

[Build your global team →](#)

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- 02 [The rise of AI and GTM engineers](#)

MARC DIOUANE & NEEJ PARIKH · CO-FOUNDERS & CO-CEOS, EXORDIOM

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SOURCE: EXORDIOM FIRST-PARTY PERSONNEL DATA AND SIGNED STATEMENTS OF WORK, PULLED
19 AUGUST 2026

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