Bo Le Associates
Bó Lè Associates
伯乐

“伯乐”
About Bó Lè

Inspired by the best-known ancient fable about Bó Lè, a legendary horse judge who was exceptionally competent to identify and select talented horses obscured in a large herd, we help our clients hire the right talent and build better businesses via the power of talent.

“世有伯乐，然后有千里马。
千里马常有，而伯乐不常有。”

—— 韩愈（唐）

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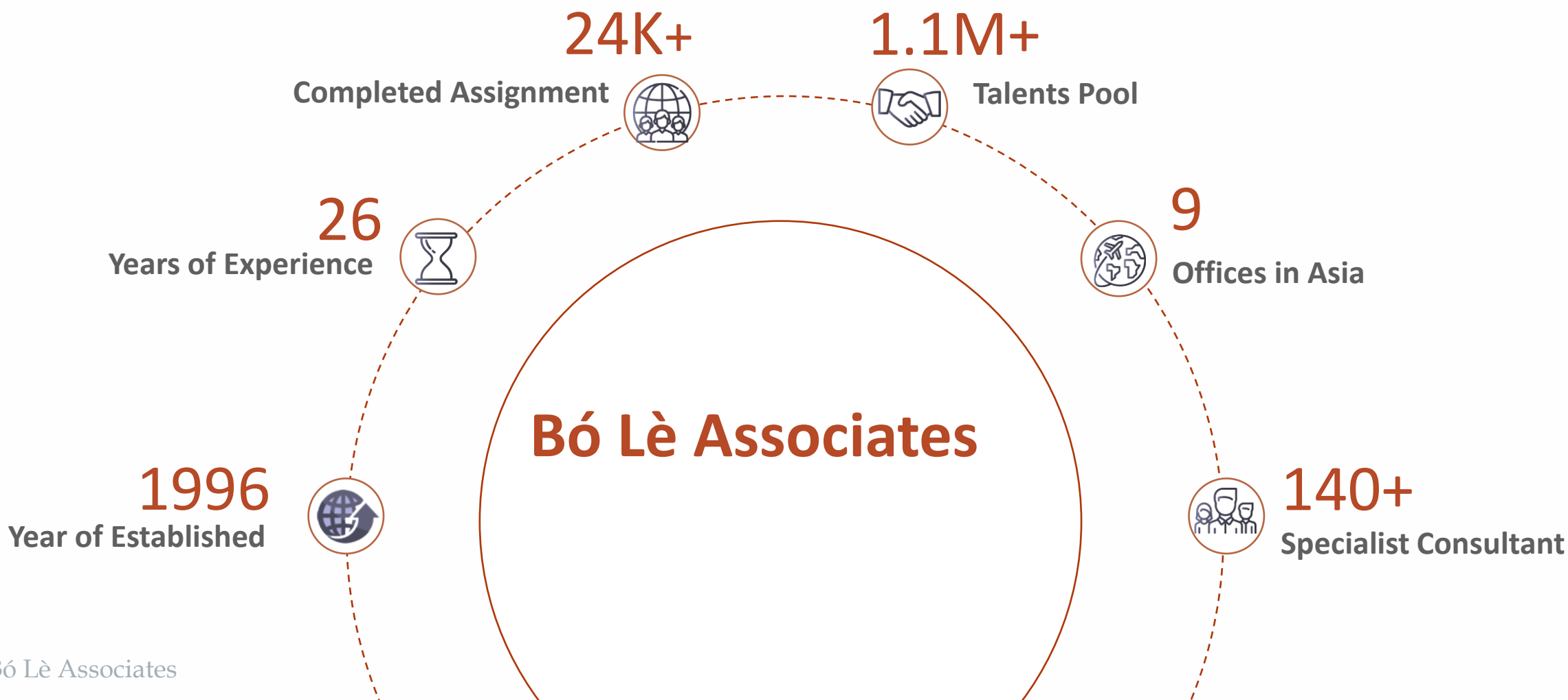
Bó Lè Associates is a leading executive search business servicing local and Multinational clients across Greater China. Established since 1996, Bó Lè offers executive search and consulting expertise aligning with our clients' growing demand for talented human resources.



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Bó Lè Associates – Executive Search Offices in Asia

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Experienced team

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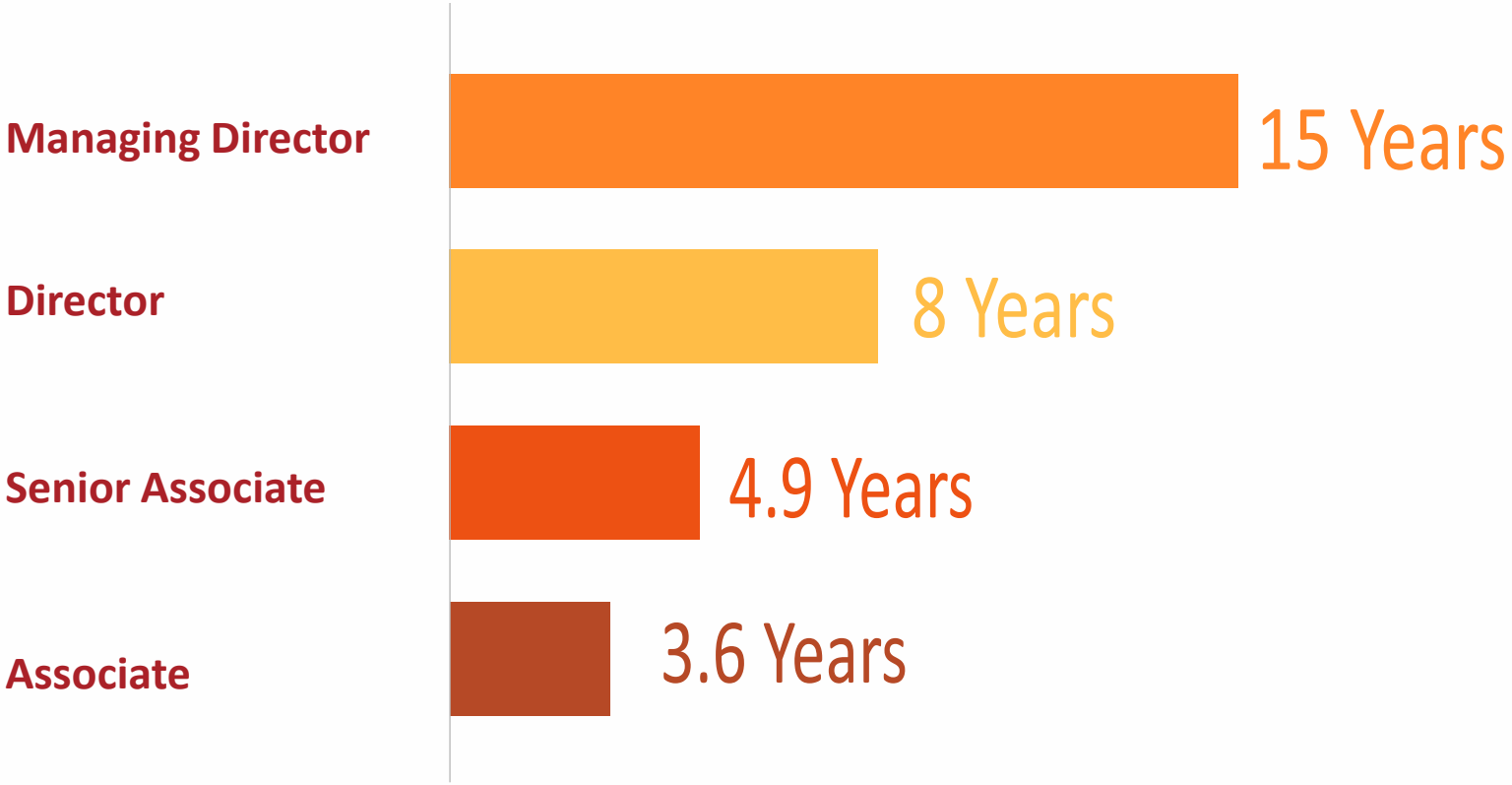
Bó Lè's consulting team are the most experienced in the Executive Search market. Across Greater China, we have MD level consultants each with over 15 years of experience in the Executive search market and over 60% of them have been with Bó Lè for over 10 years.



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Our In-Depth Specialization

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We have tenured consultants working in every major city in Asia, anchored by practice teams that bring deep specialization, know-how, cross-border market insights, and find the best talent.

corporate functions

Industries

Consumer & Retail

Financial Services

Healthcare & Life Science

Industrial

Professional Services

Real Estate

Integrated Digitalization, Internet & Technology

Functions

Finance & Administration

Human Resources

Information Technology

Legal & Compliance

Supply chain

Sales & Marketing

General Management

Operation Manufacturing

Technical

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Placement Overview

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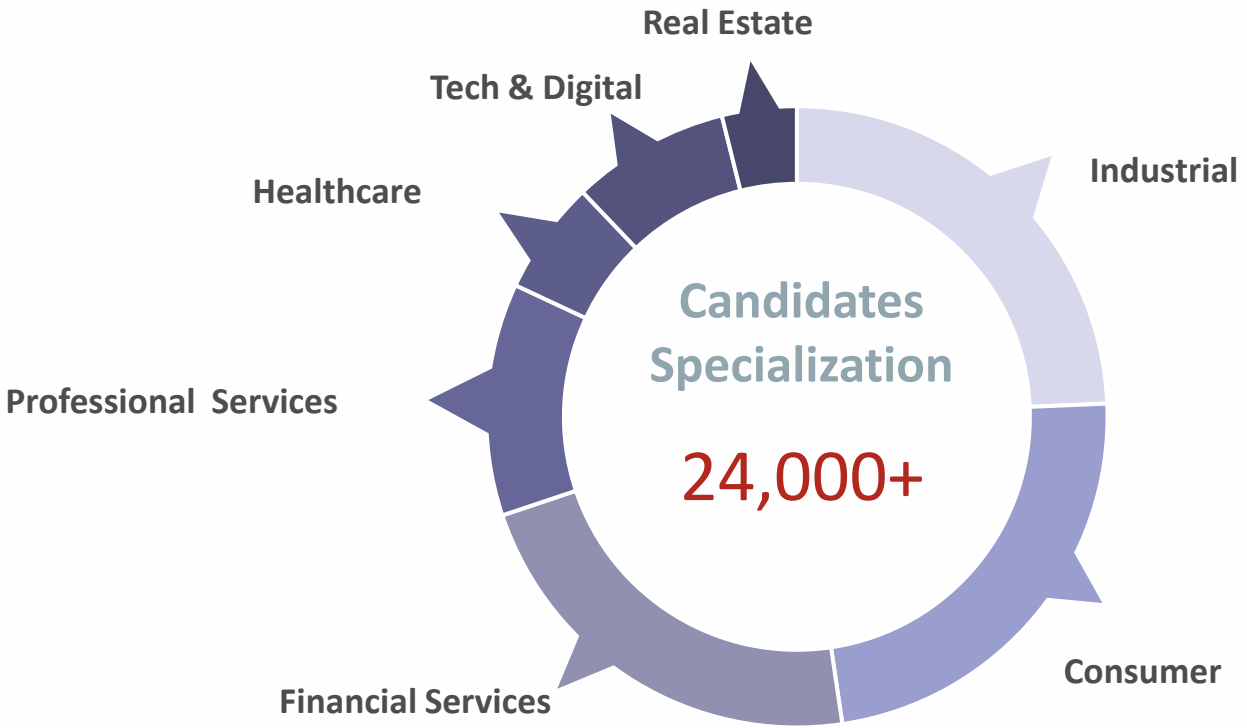

Placements By Position

- 16% C-Level
- 55% Functional Business Head (VP, Director level)
- 24% Manager/Senior Manager
- 5% Others

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Our Search Methodology

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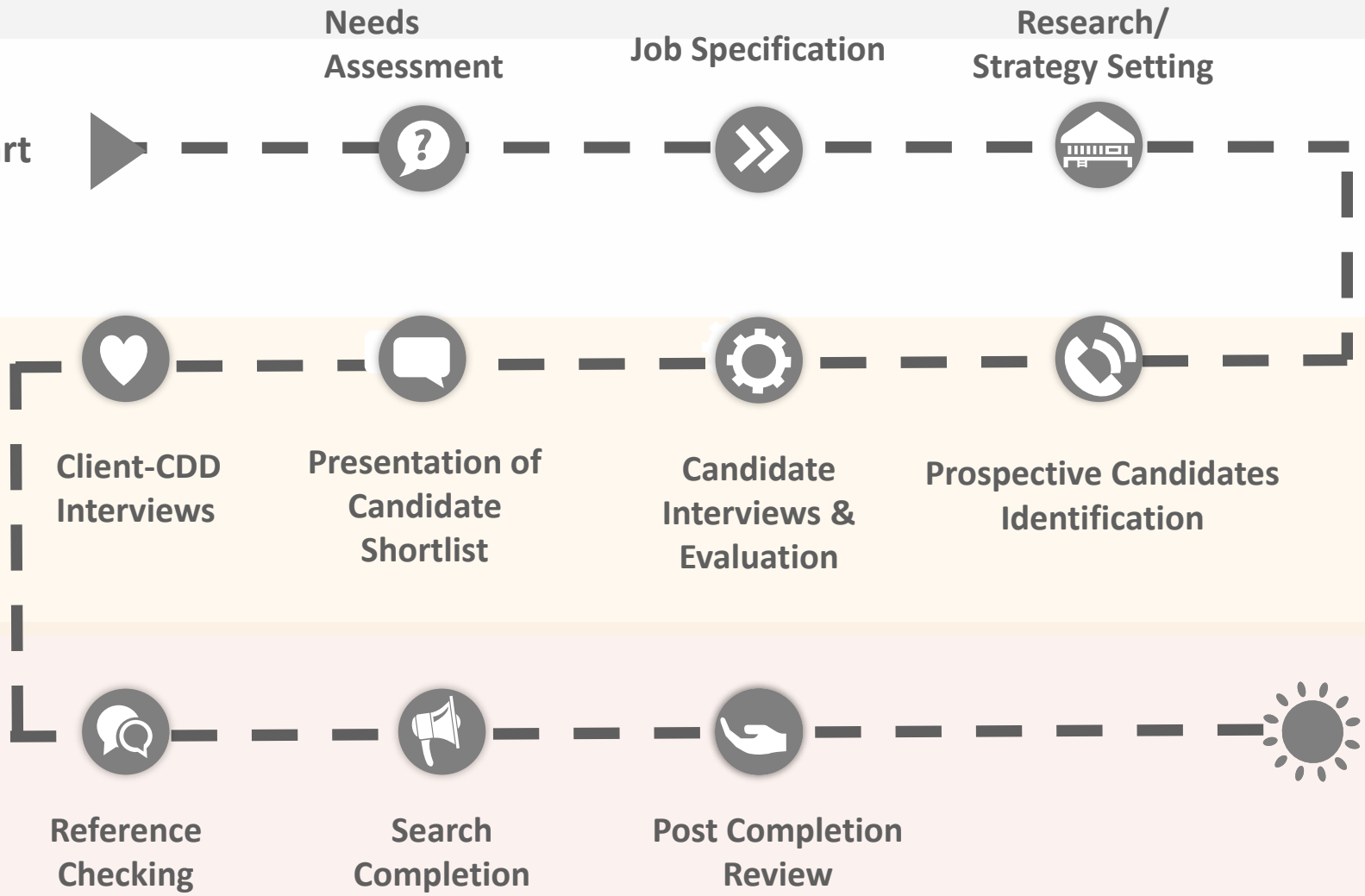
Research Backed Approach

Quality Focus

Best Result



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Flexible, Innovative Search Options

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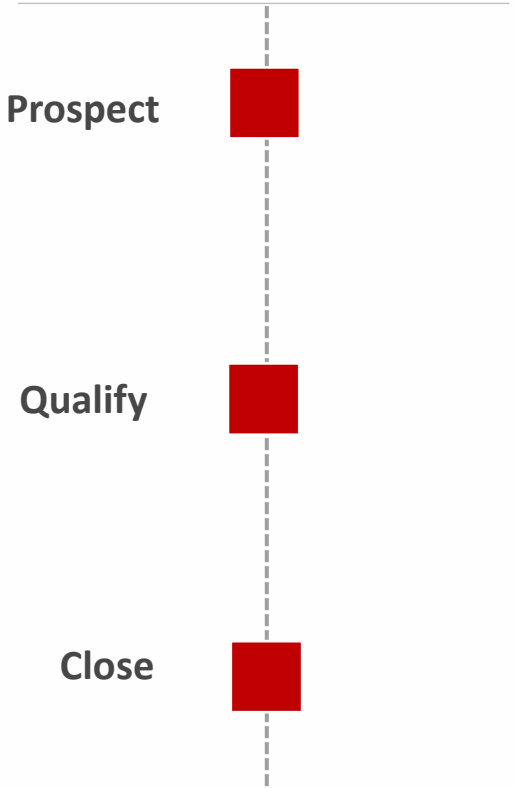
We deliver tailored recruiting solutions based on each client's unique needs, with the same goal in mind: the successful introduction of high-quality talent who meet or exceed expectations. We aim to find not just qualified candidates, but the best candidates in the market.

Focused Recruitment Flow



Retained Search

- Commitment + success fee
- Dedicated project team and exclusivity
- Guaranteed deliverables
- Dedicated research support
- Client brief
- Market mapping / weekly reporting
- Full disclosure on candidates
- Candidate exclusivity

**Our Retained Search is recommended for searches which are confidential or executive in nature, mission critical or time sensitive. We assemble a dedicated project team around your search and ensure a set number of deliverables. Our project team and candidates introduced are exclusive to your project.*

Contingency Search

- Success based fee
- Dedicated consultant
- Limited research support
- Marketing Collateral
- Full disclosure on candidates
- No candidate exclusivity

**Our Contingency Search is recommended for searches that are critical in nature but have a less pressing timeframe to fill.*

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Awards

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- **First international search firm** granted multiple licenses to operate in China
- **Hall of Fame Award** by Recruitment International Asia
- **Top 10 Executive Search Firms** by a global survey conducted by Top Executive Search Firms.com
- **Top 100 HR Service Firms** by Shanghai Human Resources Consulting Association
- **China Recruitment Firm of the Year Award** from a Euromoney publication
- **Extraordinary Hunter** by Liepin.com
- **Best Headhunting Firm** by TopHR Magazine
- **Best Employer of the Year** by The Recruitment International China Awards
- **HR Vendor of The Year** by HR Magazine Asia
- **Most Socially Engaged Staffing Agencies** by Linkedin.com

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Practice Team

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David Chan is the CEO of Bo Le Associates . His leadership responsibilities include strengthening the Firm’s industry expertise and driving growth and innovation for the business.

He is a proven consultant in the Financial Services sector with key placements in Corporate and Investment Banking, Private Equity and Asset Management.

As an Australian Chinese with 20 years of experience in banking, he is also a seasoned executive with previous exposure as CEO of a multi-million dollar Chinese-owned business in APAC.

David has a Master’s degree in Applied Finance from Macquarie University and a Bachelor’s degree in Computer Science from Queensland University of Technology. He is fluent in English, Mandarin and Cantonese.

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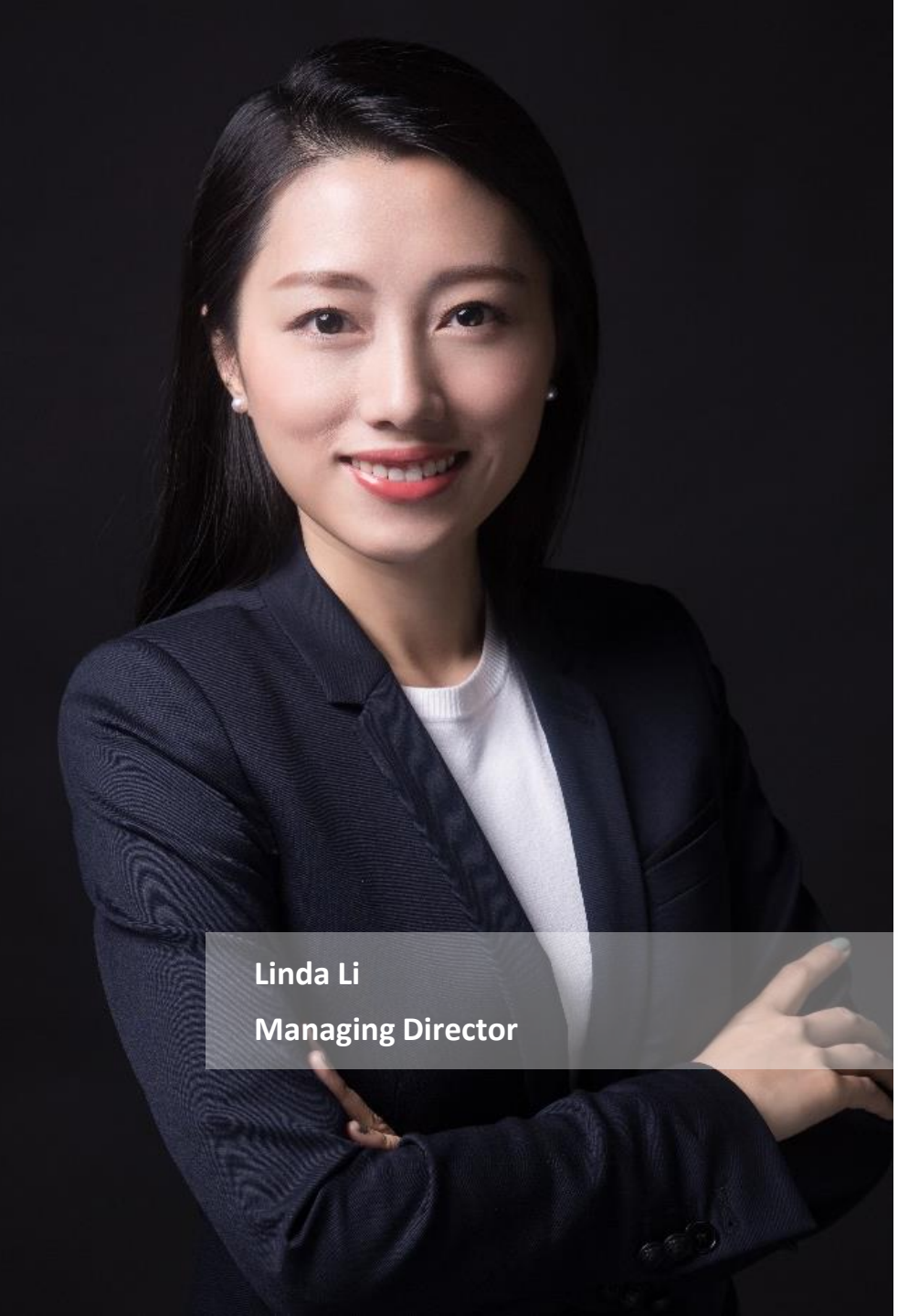
Consumer & Retail Practice Team

Michael Zhu
Head of Consumer & Retail Practice, Greater China (Executive Search)
Managing Director, Bó Lè Associates
michael.zhu@bo-le.com

Michael leads the Consumer & Retail team in Greater China. He has over 20 years of global executive search experience, primarily focused on Greater China, Japan, South East Asia, India, and other global emerging markets. He specializes in senior-level searches in various industry sectors including consumer FMCG, Luxury, Pharmaceutical, Medical Devices, Airliner, Power and Energy, industrial and professional services. Besides, he has extensive experience in leading large scope talent mapping and leadership pipeline building projects for global fortune 100 companies on C-level and various function leadership positions across Sales, Marketing, Finance, HR, Corporate Affairs, R&D, Legal, IT, Corporate Strategy, Business Development, M&A, Supply Chain and Manufacturing Operations.

Michael has studied and worked in Sydney, Tokyo and Toronto for over 20 years. He received his MBA and Bachelor in International Business Management from Charles Sturt University in Australia.

Michael is a native Chinese from Shanghai, speaks fluent English, Chinese and Japanese.



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Corporate Services & Real Estate Team

Linda Li
Head of Corporate Services & Real Estate Practice, Greater China
Managing Director
linda.li@bo-le.com

Linda Li leads Corporate Service Practice of Greater China which includes all functional recruitment such as HR & Admin, Finance & Accounting, IT, Strategy and etc.

Linda joined Bo Le Associates in 2006, Linda Li has focused on recruiting investment professionals for the management companies of private equity firms, venture capital firms and has been dedicated to the search of C-level executives of their portfolio companies. Over the span of her executive search career, she has also worked for key accounts in consumer & retail, real estate and professional service sector. She understands the complexity of doing business in China and the need of Chinese conglomerates to develop and innovate. She leverages the network and resources of the firm's international executive search services to provide practical solutions to portfolio companies and Chinese conglomerates.

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Healthcare & Life Science Team

Ellen Lin
Head of Healthcare & Life Science Practice, Greater China
Managing Director, Bo Le Associates
ellen@bo-le.com

Ellen and her teams have completed numerous recruitment of executives in China and APAC region, ranging from R&D to Commercial functions, for multinationals and local conglomerates in pharmaceutics, life science, medical service, nutrition and emerging segments.

She has spent 18 years with Bo Le, leading the teams to build up the track record in various domains, as a recognized and trusted partner in executive recruitment for clients and talents.

Ellen holds a Bachelor of English from Beijing International Studies University as well as certificates for trainings in Leadership, Search Skills, Change Management, etc.

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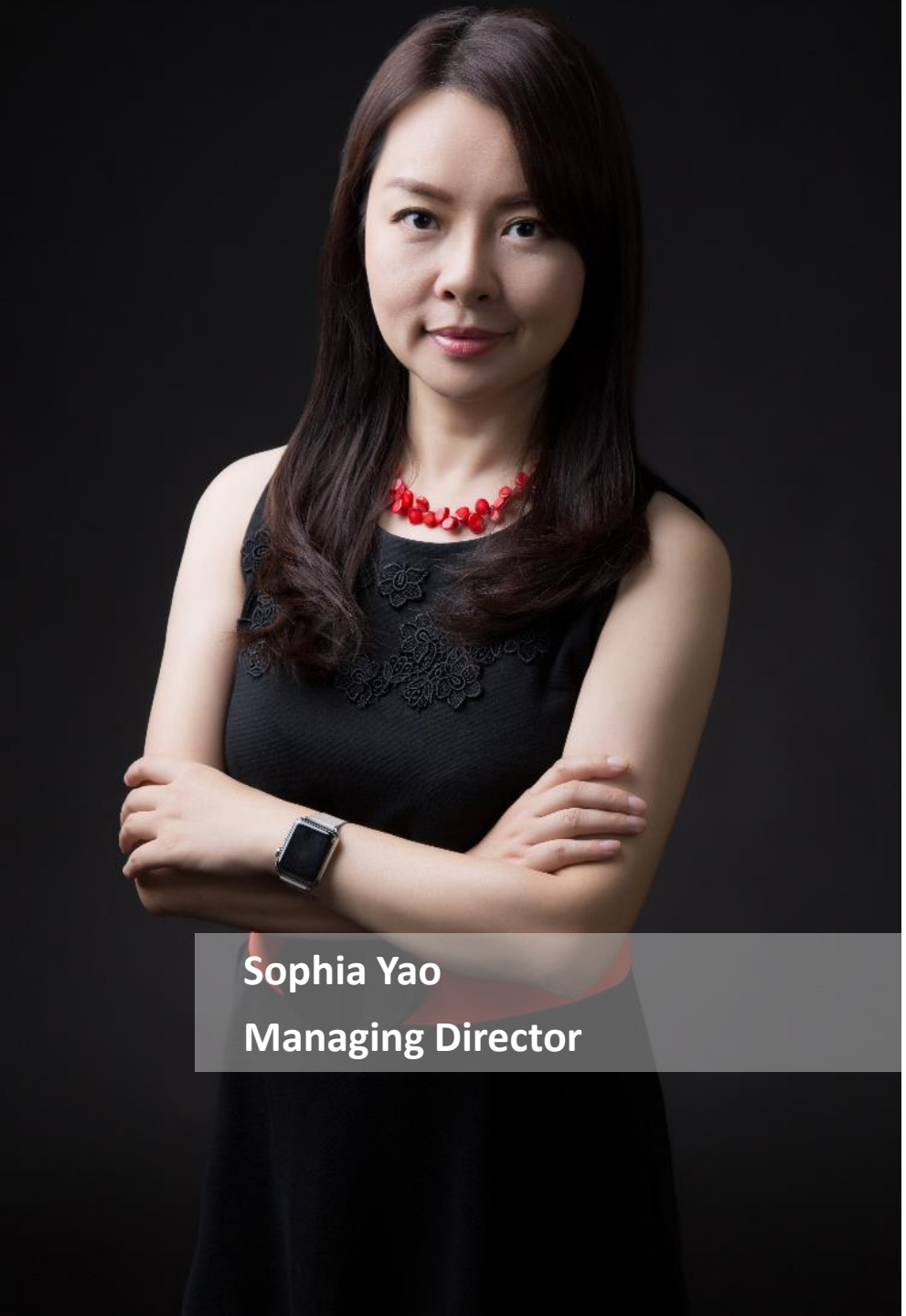
Healthcare & Life Science Team

Jessica Lau
Managing Director – Hong Kong
jessica@bo-le.com

With over 20 years of experience in executive search, Jessica specializes in functional head searches for top multinational and local companies from the Consumer, Healthcare & Life Sciences industry, with a focus on the sectors of Medical Devices, Pharmaceuticals and FMCG.

An experienced market researcher, she first worked as a Research Associate for TAO Hong Kong Ltd., a local executive search firm. In the earlier stages of her search practice, she specialized in expatriate recruitment in China, but has since expanded her portfolio to cover a wide spectrum of functions and industries.

As a search professional, Jessica is recognized by her clients for her market knowledge and hands-on, give-and-take approach to consulting. She has a Diploma in Human Resources from Hong Kong University and has received vast exposure in the Chinese market. Jessica is fluent in English, Mandarin and Cantonese.



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Industrial Team

Sophia Yao
Head of Industrials Practice, Greater China
Managing Director, Bo Le Associates
sophia.yao@bo-le.com

Sophia Yao has more than 20 years HR and recruitment related experience, including 5 years In-house HR experience at leading multi-national companies in retail and automotive industry, e.g. YUM International and Delphi Automotive System. Meanwhile, she is also equipped with 18 years executive search experience at leading executive search firms, including Euro Search, a UK based firm and recent 15 years with Bo Le Associates.

Her expertise in terms of functions are General Management, Sales & Marketing, Supply Chain Management, HR & Finance, Government Affairs, Corporate Communications, Manufacturing Operations and etc.

Sophia is very proactive, has hands-on approach to work with clients both local management team and regional/global headquarters to achieve successful and timely search completions. Due to her self-initiative, adaptability, communication skills, she can always provide solutions to client even under extremely challenging situations.

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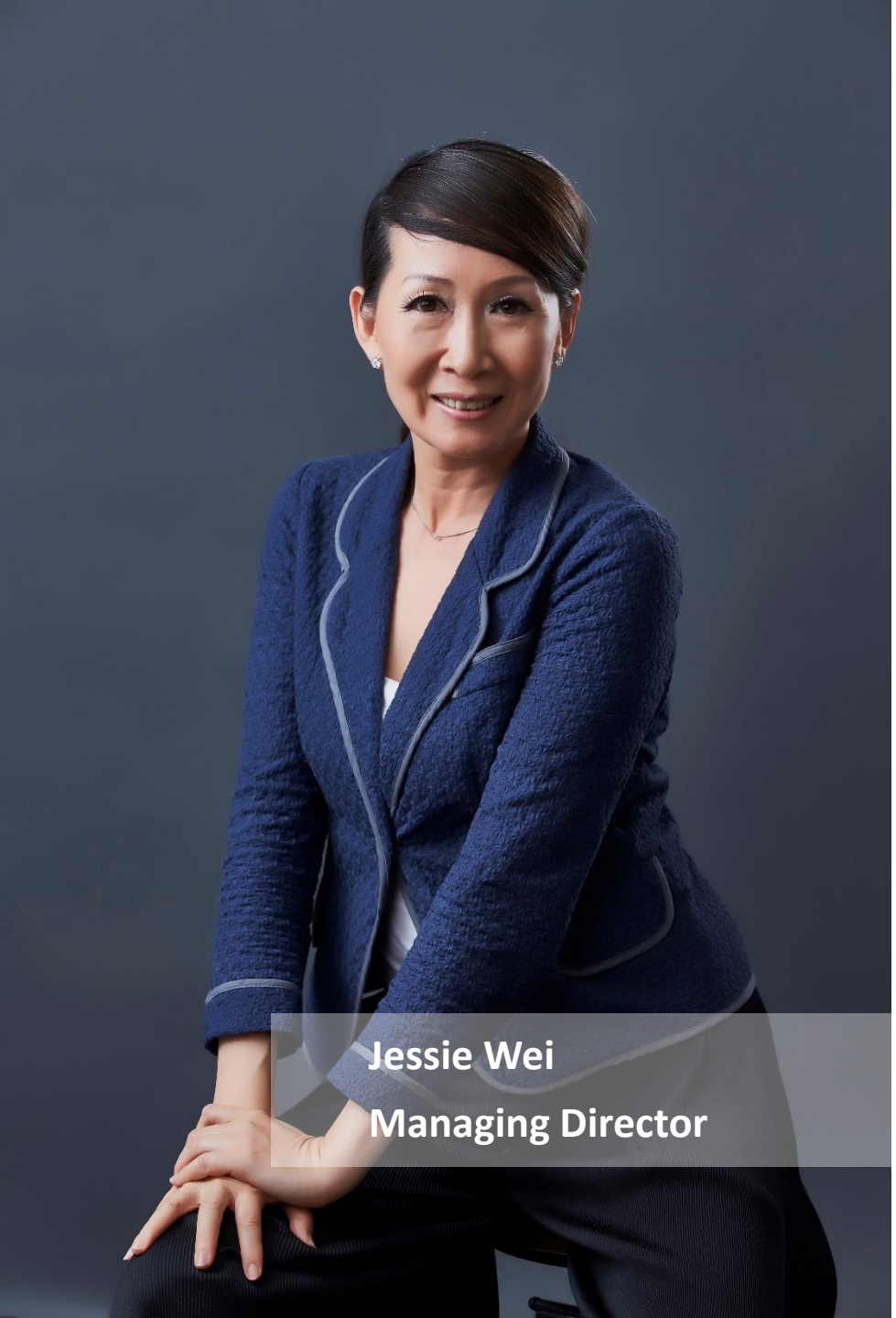
Financial Services Team

Wendy Wang
Head of Financial Services Practice, Greater China
Managing Director, Bo Le Associates
wendy@bo-le.com

Wendy Wang is a home grown consultant with 19 years of executive search experience with Bó Lè Associates. She embraced her executive search career right upon graduation from East China University of Science and Technology. She worked her way up from a Research Associate, Consultant, Sr. Consultant, Director and Managing Director at Bó Lè within her first 10 years career path.

In her first 3 years with the fast-growing search business, she demonstrated tremendous enthusiasm and reaped remarkable progress in general industry, with 100+ middle to senior placements. Later on, she started to specialize in Finance Services and focused on Key Account Management. Given her insightful industry knowledge, high completion and value-added services to key clients, she receives acknowledgement from her long-service clients and excels in the Financial Services.

In the last years, she has been focusing on grouping up a high standard FS team with diversified background and expertise from various sub-segments. Now she is leading a team of 25+ across the region, helping to build new synergy among the offices and teams.



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Financial Services Team

Jessie Wei
Managing Director - Taipei
jessie@bo-le.com

Jessie has over 20 years of professional experience in executive search, specializing in CEO searches as well as for senior management positions in finance, sales/marketing, HR, IT and operations, particularly for Financial Services, Technology, and FMCG & Retail companies.

Prior to joining Bó Lè, Jessie held senior management positions in Financial Services and Investment Banking, first as Area Manager at American Express Taiwan and then as VP for Global Institution Services at Deutsche Bank, wherein she built a solid track record in business development, building relationships, driving best results, fostering team learning, motivating staff and customer service.

She had previous stints in recruitment at Templar International as executive search consultant and also at Adecco Personnel as Branch Manager. Jessie is recognized by clients for her innovativeness and extraordinary dedication in managing the most complicated search projects. She holds a B.A. from the Chinese Culture University in Taipei.

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Tech & Digital Team

Sammi Sun
Head of Tech & Digital practice, Greater China
Managing Director, Bo Le Associates
sammi.sun@bo-le.com

Sammi SUN is Managing Director of Bo Le and the Greater China Practice Leader of Tech & Digital Team. She brings more than 16 years of professional experience in executive search and senior industries roles to the firm. Sammi joined Bo Le in 2005 and has been the Asia Top Ten biller in the firm in a row since 2011. Sammi has a proven track record of cultivating a winning team culture.

She has advised clients across a broad range of sectors, Including Internet, Banking and Fin-tech, Automotive, Supply Chain, Retail & Consumer, SAAS/PAAS, and Building and Construction Materials. She has experience leading general management and key functional searches for clients seeking CXO, general management, marketing, strategy, business development, technology and operations expertise. She specializes in Technical/CTO and commercial roles and has built her reputation identifying talent with an emphasis on performance, potential, and culture fit.

Sammi earned her Bachelor's Degree of Law from FUDAN University.

Our Coverage in Consumer Goods Industry

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The Consumer Goods team provides retained search and contingency recruitment services within FMCG, Retail, Travel, Hotel, Entertainment, Consumer Healthcare, Services including Advertising, Education and Research Consulting as well as New Retail/E-commerce/Digital.
We specialize in senior executive searches throughout all front and back office functions.

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Our In-Depth Specialization in Corporate Service and Real Estate

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Industries

Professional Services

Real Estate

Functions

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Our Coverage in Healthcare and Life Science Industry

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The Healthcare & Life Sciences team provides retained search and contingency recruitment services within Pharmaceuticals, Biotechnology, Medical Devices, Diagnostics, Life Sciences Service and Solution Providers as well Hospitals and Healthcare Service providers.

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Our Coverage in Industrial Practice

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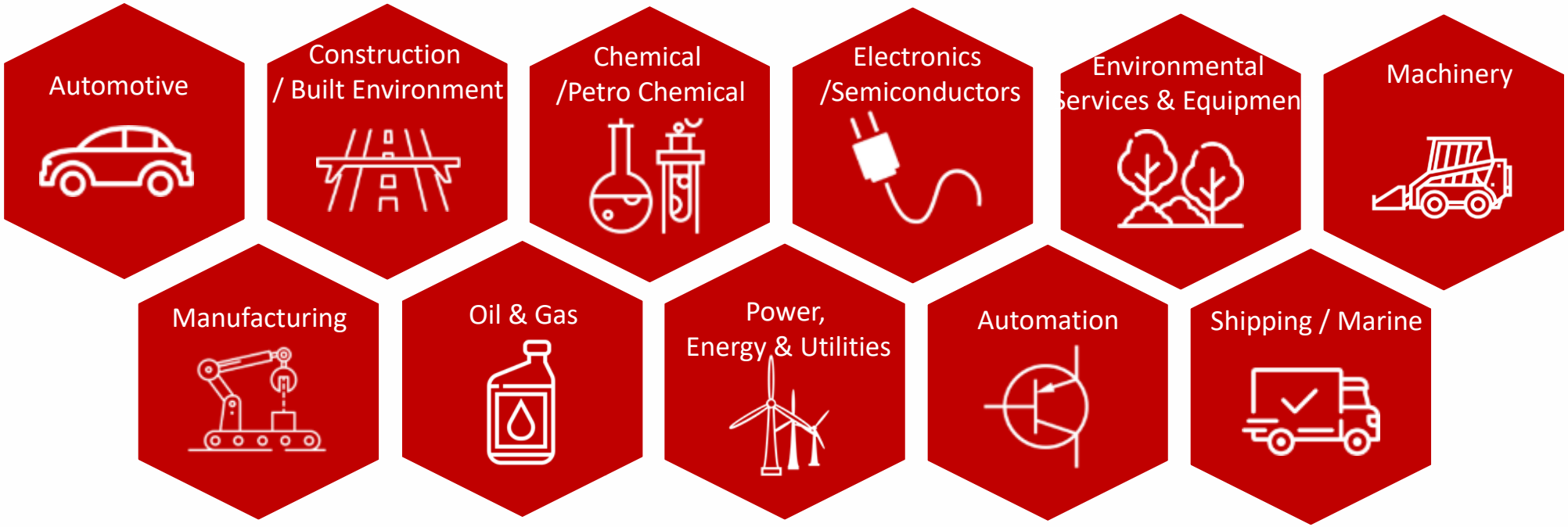
The Industrial team offers market leading retained and contingency searches individually tailored to the specific needs of multi-national and local firms within the following sectors across Asia. Our consultants combine first class search experience along with a real industry specific background allowing for a deep understanding of your industry, technology and market conditions.



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Our Coverage in Banking, Financial Services & Insurance Industries

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The Financial Service team offers market leading retained and contingency searches individually tailored to the specific needs of multi-national and local firms within the following sectors across Asia. Our consultants combine first class search experience along with a real industry specific background allowing for a deep understanding of your industry and market conditions.

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Our Coverage in Integrated Digital Industry

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Integrated Digital Industry is a team emerge as the time requires, aiming to provide senior roles' recruitment service to our clients in areas where AI, Internet and cutting-edge technology expand their business, our talent pool contains technical experts as well as the inter-disciplinary talents who are riding on the digital trend. Our consultants work with employers across a wide range of industries, they are not only experts in the recruitment process, but also acute observers of market trends.

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