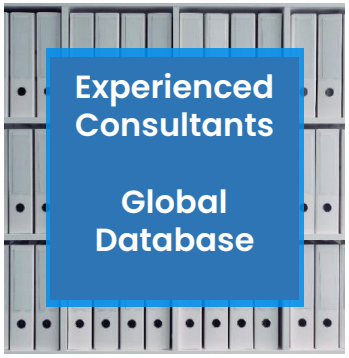
Introducing Barons & Company

IMSA SEARCH
GLOBAL PARTNERS

OUR EDGE

BARONS & COMPANY

20+ Years
of recruitment experience



We continue to expand our knowledge beyond our present achievements

IMSA SEARCH
GLOBAL PARTNERS

IMSA Search Partners - Global Offices

Countries :

Argentina, Australia, Austria, Belgium, Brazil, Canada, Czech Republic, Chile, **China,** France, India, Italy, Japan, Lithuania, Mauritius, Mexico, Morocco, Netherlands, Norway, Poland, Portugal, Romania, Singapore, Spain, Sweden, **Switzerland HQ**, United Arab Emirates, UK & USA

Industry Coverage

When expertise meets technology

Retail & Consumer Products

- Haute Couture
- Watches & Jewelry
- Beauty & Skincare
- Auction House
- eCommerce

Chemical & Healthcare

- Healthcare services
- Medical Equipment
- Pharmaceutical
- Agriculture Chemical
- Petrochemical
- HealthTech

Financial Services

- Retail Banking
- Private Banking
- Asset Management
- Insurance
- Digital Banking
- Fintech

Others

- Merchandising & Sourcing
- F&B
- Telecom
- Electronics & Automotive parts
- Media & Entertainment
- Real estate

Candidates Coverage - examples

When expertise & technology matters

Manufacturing

- GM Asia Pacific
- VP Sales
- Operation
- Procurement
- Finance
- Human Resources
- SCM

01

Sourcing

- Sourcing
- Product development
- Production
- Merchandising
- Technical services/ QA
- Costing

02

Wholesale

- General Manager
- Sales /Key accounts servicing
- Trade Marketing
- Channel Management
- Shared Services

03

Retail

- Managing Director
- Sales operations
- Digital Marketing / Data Analytics
- eCommerce
- Consumer Engagement
- HR, IT, Finance

04

Credentials of Key Consultants

Jerry Chang is the Managing Director at Barons & Company. He has been with the firm since 2001.

As a qualified Australian Chartered Accountant and US CPA, he started his career with the Big 4. He has worked in Sydney, Los Angeles, Shanghai and Hong Kong in different capacities including CFO, Retail Operations management & GM for companies such as Shanghai Printemps, Marks & Spencer, CMM China.

Over the course of his executive search career, he has successfully placed many management and leadership positions spanning commercial leadership and C-suite function head roles across different industries including luxury retailers, property and electronics.

He holds an MBA from Kellogg Business School and was president of DSOBA alumni, DSOBA Charitable Foundations & Kellogg MBA alumni club in Hong Kong

Credentials of Key Consultants

Rose Leng is an Executive Director at Barons & Company.

With over twenty years of senior regional and in-country marketing / business development experience for global brands such as HSBC, Microsoft MSN, Disney TV, Kraft and McDonald's, Rose has a deep understanding of the critical factors that drive success in various consumer sectors, with proven track record in setting up commercial organizations from scratch, establishing new businesses and developing market entry strategies in multiple countries across Asia Pacific and the Middle East. In addition, her on-ground experience in Vietnam and China has given her first-hand knowledge of the business challenges and opportunities in major developing markets.

She has conducted numerous successful searches for senior roles of multinational, regional and local Asian companies. Mainland China based positions are one of her key focus areas.

Prior to joining Barons & Company, Rose was a Partner with Heidrick & Struggles.

Rose holds an MBA from Northwestern University's Kellogg School of Management

20+ Years Retained Research Process

Defining Role & Search Strategy

Interviewing & Profiling

Offer & Completion

Screening & Shortlisting

Shortlisting & Proposal

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Approaching Different Levels Candidates

Inactive Performers

Direct Approach (Mapping)

Selective Performers

20+ years of cumulated network & database for quality candidates

Active Networks

Established referral Channels for quality candidates

Active Job Seekers

Largest pool of candidates actively sending in CVs

Recent Assignments (Partial list)

- CEO / COO/ APAC General Manager
- SVP, Communications
- Head of Data Analytics
- Head of Customer experience
- Marketing & Comm. Director
- Retail Director

- Head of BD & Ecosystems
- Head of Strategy
- Head of Corporate Security
- Sustainability Director
- GM Corporate Communications
- Head of Insurance
- Indirect Procurement

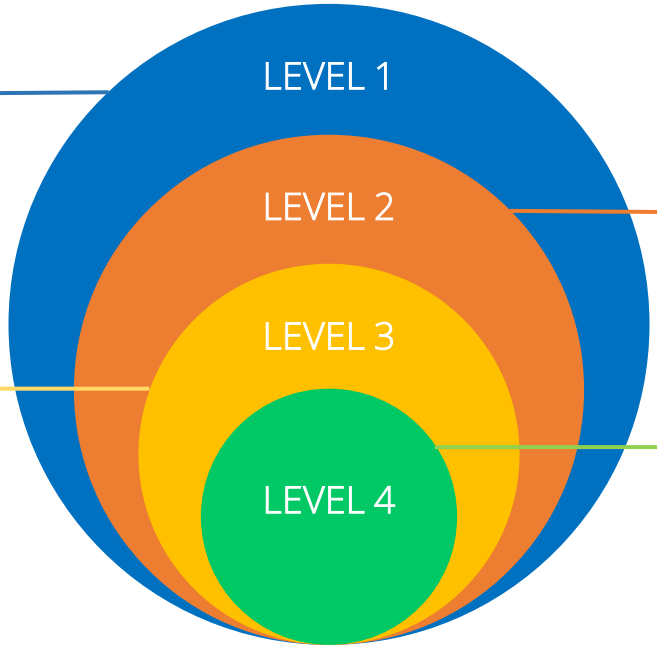
- CFO
- HR Director
- Finance Director
- FP&A
- E-commerce Manager
- Costing Director
- Tax Director

Assessment Capabilities

Our Consultants have senior managerial & industry experience providing ALL LEVEL assessment Capabilities

QUANTIFIABLE CREDENTIALS
Industry, Education etc.

INDEPTH PROBING
Challenges of KPIs, technical & Behavioral



IDENTIFY AREAS of EXPERTISE
Functional roles like marketing finance, sourcing etc.

REAL LIFE EXAMPLES
Decision making & thought process

Senior Finance Candidates (profiling example)

HQ Specific

- Global exposure
- KPIs
- Reporting requirement
- Business Process

Partner Capability

- Manufacturing process, JIT, Kaizen
- Variance or direct management
- Compliance & reporting standards
- Staff capabilities

Personal

- Multi-cultural
- Strategic
- Change management
- Project management
- Leadership

Systems

- Software compatibility
- Integration / implementation
- Mapping report
- Consolidation

Senior Marketing Candidates (profiling example)

HQ Specific

- Regional or local exposure
- HQ liaison capability
- Global brand strategy

Partner Capability

- Channel management
- Trade / retail marketing support
- Brand compliance & global standards
- Staff capabilities

Personal

- Multi-cultural
- Product & business strategy
- Budget management
- P&O Leadership

Core Skills

- PR & Communications
- Data analytics
- Consumer Engagement / CRM
- E-commerce / digital

Why Barons ?

Global Coverage / Local Expertise

- 25+ countries coverage
- 20 years of regional recruitment experience

Very Experienced Consultants

- Consultants with industry experience
- Seasoned & experience professional recruiters interviewing

Proven Search Methodology

- Proven track record searching for senior level candidates
- Well development industry network

Global Database & AI Technology

- IMSA global and a 20 years local database
- Database run by.AI artificial intelligence technology

BARONS & COMPANY

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Managing Director

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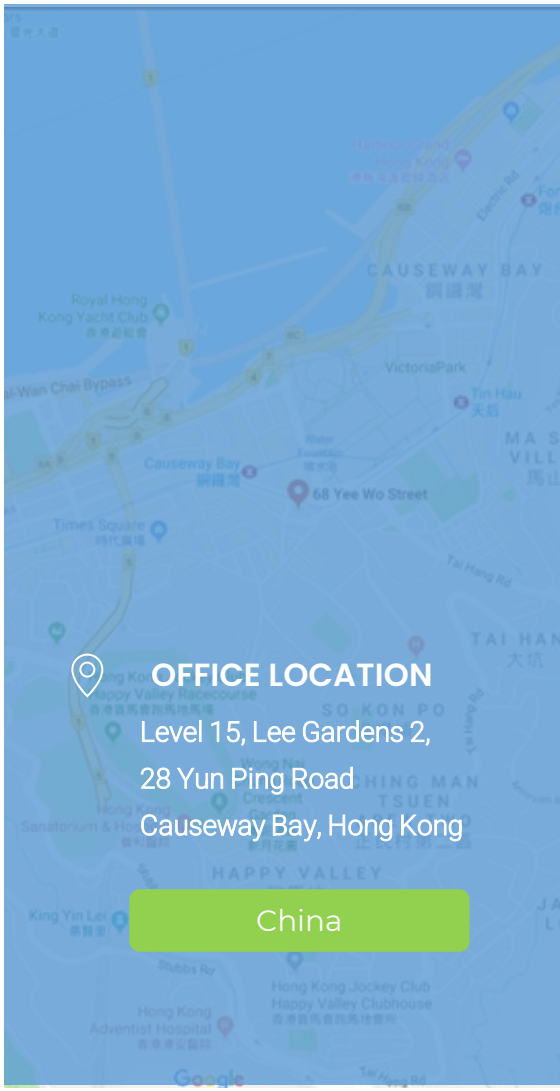

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THANK YOU

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