



**PRO**POSITION 宝思顾问 **+25**  
MANAGEMENT SEARCH YEARS  
MILAN • TURIN • LONDON • HONG KONG  
*Pro Talent*

FINANCE & INVESTMENT JOB OPPORTUNITIES  
INTERNATIONAL REACH PARTNERSHIP INTEGRITY **TAILOR-MADE** ASSESSMENT MANAGEMENT **YOUNG TALENTS**  
INDUSTRIAL ENERGY  
MANUFACTURING  
CONSULTING  
EXECUTIVE FMCG  
**SEARCH** INNOVATION  
RESULT-ORIENTED APPROACH

We are an international **Boutique** doing research and selection of **Executives** and **Managers**, capable of finding the high **potential** candidates that are compatible with the **culture** and **values** of the companies of our clients. Our Executive Search activities aim at contributing and generating lasting results for the businesses.

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**EXECUTIVE**  
**SEARCH**  
 RESULT-ORIENTED APPROACH  
 ENERGY  
 FMCG  
 INNOVATION  
 ASSESSMENT  
 MANAGEMENT  
 YOUNG TALENTS

ProPosition Management Search was founded in 1997 to promote **the exchanges between companies and people** in order to maximize their **mutual value**. Our process of **Executive & Management Search** is oriented to offer a **customized** service with various strategies for both national and international companies.

## CORE VALUES

- We guarantee our customers a service with the highest **ethical standards** of **transparency** and **professionalism**
- We value the **human capital** of people within the company environment
- We work to ensure the **alignment of values** between the Client Company and its human resources: an indispensable condition for the sustainable growth of the business
- We attract and motivate candidates with the best skills through **direct, professional and confidential contact**
- Our commitment is to build **long-lasting relationships** with Companies and candidates

## HR SERVICES

- **Executive & Management Search**  
Top talents recruitment and hiring process that supports the companies that need to strengthen their national and international staff
- **Assessment & People Development Services**  
Assessment methodology aiming at identifying the main personal and behavioural features of the candidates
- **Market Mapping**  
Mapping of target companies and acknowledgment of candidates serving different functions within the market
- **Scouting**  
Identification of the highest potential candidates on the market
- **Benchmarking**  
Business intelligence activity aiming at identifying the competition level within specific sectors by comparing and delving into the competitors' best practices
- **Talent Monitoring**  
Continuous and well-structured screening of the best talents
- **HR Consultancy**  
Customized consulting and project management activity aiming at improving the organizational structure and company climate by means of a detailed analysis of the existing context and assets

## LEADERSHIP TEAM



### **Carola Villafranca Soissons – CEO**

Chief Executive Officer at ProPosition S.r.l. and ProPosition Hong Kong Ltd. Certificated ICF International Coach.

Following her graduation in Economics & Management, she joined Deloitte & Touche, former Arthur Andersen. In 2004 she joined the Ferrero Group in Luxembourg gaining an important experience in the Finance function, where she executed international projects, performing assignments in different countries.



### **Michela Olivero – Head of Operations**

She currently carries out the role of Head of Operations, supporting the CEO in developing and managing the company.

After studying Economics & Management, she started her working career contributing to the start-up of Adecco in Italy from 1999 to 2007, holding the position of Branch Manager, Zone Manager and Commercial Area Manager.

Between 2008 and 2010 she worked in the Principality of Monaco for a prestigious Family Office.



### **Stefano Dell'Erba – APAC International Senior Head Hunter**

He supports the CEO in the international development of ProPosition, particularly in the APAC region. After graduating in Economics and Financial Institutions, he developed his career internationally between Italy, Finland, U.S.A., Lithuania, Mainland China and Hong Kong. In the recent years he has consolidated an important network in APAC, thanks to his business development activities focusing on the FMCG, Manufacturing and Retail sectors.

## TEAM

Our team is made up of professionals who have gained considerable experience in successful international companies, strongly oriented towards product quality and excellence in client relationships.



In line with our mission, ProPosition Management Search's Expert Consultants become our client's partners, as they gain an understanding of their organization, their culture, their values and objectives. They offer their professional and managerial skills and are responsible for the entire search process. Furthermore, each of them, according to their individual competences, have leading skills in several practices or industries.

## ONE FIRM – OUR OFFICES

We are based in different strategic locations that best fit our market. Our consultants are committed to different geographical areas, allowing them to best understand the local culture.



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## OVERVIEW JOB MARKET 2022 in ASIA

Looking beyond the human and economic devastation of COVID-19, **top of mind for Asia's corporate leaders** is how **to tackle weaknesses** in performance that preceded the pandemic, and how **to position themselves for success**.

For all the undoubted dynamism of the region and significant growth in Asian corporations on the back of a huge wave of capital investment, **there has been weakness in value creation**. In the decade before the pandemic, \$1 of every \$2 in new global investment went to companies in Asia—and \$1 in \$3 to China alone. However, more companies in the region destroyed economic value than created it.

Asia had more “troubled” companies (those with deep economic profit losses) and fewer economic champions, and the pandemic widened the **gap between leaders and laggards**.

Source [McKinsey & Company – 2022](#)

## OVERVIEW JOB MARKET 2022 in ASIA (continue)

Nevertheless, **corporate Asia proved to be resilient** in the face of the shock of the pandemic, **expanding profits**. As economies continue to rebound, there appears **to be considerable momentum** that can enable leading companies to use the pandemic as a catalyst for enhanced performance.

**To win in the Asian century**, companies in Asia need to build **new capabilities to thrive in a radically different world**—and play their **full role** in the health of societies.

Source [McKinsey & Company – 2022](#)

## TOP JOBS IN 2021, THE RISE TECH JOBS IN SEA

COVID-19 brought significant disruption to the global economy, and with it came **permanent changes to the jobs landscape**. Across Southeast Asia, many businesses and workers continue to navigate the ongoing economic consequences of the global pandemic. As a result, the region has recorded a **significant uptick in digital services adoption**, including the emergence of two **new fields, HealthTech and EdTech**, which has driven an evolution in jobs and new opportunities.

What **trends** have we seen emerge in the Philippines, Malaysia, Indonesia and Thailand during 2021, **what jobs** are on the rise, and **what skills** are needed to succeed in these roles?

One common and overarching trend it was noticed amongst almost all the roles on the list is that almost all may be conducted remotely. As a result, **workers who are equipped with digital skills, even at a basic level**, will have an edge in finding employment opportunities within these fields.

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)

## CONSUMER SIDE

**Consumers in Southeast Asia have gone increasingly digital.**


COVID-19 accelerated the **adoption of digital platforms** in the region. Technology has allowed people to work, stay connected to their loved ones and fulfil their daily needs like groceries, from the comfort of their own home. In fact, **1 in 3 of digital service consumers in Southeast Asia were new to the service.** And more importantly, 94% of these new digital users are likely to stick with the service moving forward. As a result, we expect that the demand for workers with tech skills will remain, from **specialised engineers, to cyber security talent and data analysts.**

### The top jobs:

- Data analyst
- Software and technology
- Cyber security
- Specialised engineering

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)

## CONSUMERS SIDE (TOP JOBS)

 **Top titles:** Business Operations Analyst, Business Development Analyst, Analysis Specialist, Business Analyst, Data Analyst

 **Top skills:** Data Analysis, Data Visualization, Analytical Skills, SQL, Requirements Analysis

 **Top locations:** Bangkok, Thailand; Jakarta, Indonesia; Chachoengsao, Thailand; North Sumatera, Indonesia

 **Top titles:** Cyber Security Analyst, Cyber Security Specialist, Cyber Security Consultant, Information Security Specialist

 **Top skills:** Penetration Testing, Information Security, Security Information and Event, Management (SIEM), Cybersecurity, Vulnerability Assessment

 **Top locations:** Kuala Lumpur, Malaysia

 **Top titles:** Web Developer, System Analyst, Mobile Application Developer, Full Stack Engineer, Frontend Developer, DevOps Consultant

 **Top skills:** JavaScript, Web Development, Amazon Web Services (AWS), MySQL, HTML5

 **Top locations:** Bangkok, Thailand; Chiang Mai, Thailand; Kuala Lumpur, Malaysia

 **Top titles:** Mechanical Engineer, Manufacturing Engineer, Engineering Team Lead

 **Top skills:** SOLIDWORKS, AutoCAD, Lean Manufacturing, Six Sigma, Structural Engineering

 **Top locations:** Jakarta, Indonesia; Bangkok, Thailand; Banten, Indonesia; West Java, Indonesia

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)

## BRANDS SIDE

**Brands** have found **new ways to connect** with consumers, leading to a rise in demand for **digital marketers and content creators**.

The shift online throughout Southeast Asia has brought about an evolution in how brands communicate with their consumers.

LinkedIn's data shows a **48% increase** in companies posting on the platform in June 2020, compared to a year earlier. This has led to growth in demand for **digital marketers** — professionals who seek to engage consumers effectively online, and digital content creators — those who are **able to produce entertaining content** across a range of channels.

### The top jobs:

- Digital content specialist
- Digital marketing specialist
- Public relations

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)

## BRANDS SIDE (TOP JOBS)



**Top titles:** Social Media Manager, Digital Marketing Specialist, Social Media Marketing Specialist, Marketing Specialist, Marketing Analyst



**Top skills:** Social Media Marketing, Copywriting, Google Analytics, Lead Generation, Digital Marketing



**Top locations:** Jakarta, Indonesia; Kuala Lumpur, Malaysia; Manila, Philippines; Bangkok, Thailand



**Top titles:** Editor, Copywriter, Podcaster, Youtuber, Video Editor



**Top skills:** Public Speaking, Proofreading, Video Editing, Adobe Premiere Pro, Creative Writing



**Top locations:** Jakarta, Indonesia; Kuala Lumpur, Malaysia; Manila, Philippines; Bangkok, Thailand



**Top titles:** Public Relations Coordinator, Director Of Public Relations, Public Relations Specialist, Public Relations Manager, Public Relations Officer



**Top skills:** Public Relations, Media Relations, Press Releases, Event Management, Social Media Marketing



**Top locations:** Jakarta, Indonesia; Bandung, Indonesia; Denpasar, Indonesia; East Kalimantan, Indonesia; Surabaya, Indonesia

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)

## E-COMMERCE SIDE

**E-commerce boomed, leading to a rise of various sectors.**

While online travel and transport services suffered, **e-commerce, online media and food delivery services** surged. The roles created by this boom do **not require traditional educational degrees, or advanced technological skills**. The rise of e-commerce, for example, is fueling more demand in logistics for warehouse skilled talent. And it is these roles that may be filled by professionals of varying skills and experience. In fact, globally **the majority of people who fill these roles often come from non-emerging**.

The adoption of **online shopping accelerated after pandemic**, with the sector growing 63%. **By 2025 it's expected to be worth US\$172 billion**. This sector drives demand for professionals with a range of skills — including professionals who are adept at **online marketing** and search **engine optimisation**.

### The top jobs:

- Business Development and Sales
- Customer Service
- Supply Chain

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)



## E-COMMERCE SIDE (TOP JOBS)



**Top titles:** Customer Service Executive, Customer Experience Manager, Customer Support Specialist, Contact Centre Specialist, Customer Service Team Lead



**Top skills:** Contact Centres, Customer Service, Customer Experience, Customer Support, Team Leadership, Technical Support



**Top locations:** Jakarta, Indonesia; Kuala Lumpur, Malaysia; Manila, Philippines



**Top titles:** Sales Specialist, Account Manager, Account Executive, Business Development Specialist



**Top skills:** Negotiation, Account Management, Business Development, Business Planning, Lead Generation



**Top locations:** Jakarta, Indonesia; Kuala Lumpur, Malaysia; Manila, Philippines; Bangkok, Thailand



**Top titles:** Distributor, Logistics Supervisor, Operational Specialist, Logistics Manager, Head Of Supply Chain Management



**Top skills:** Operations Management, Supply Chain Management, Warehouse Operations, Logistics Management, Inventory Management



**Top locations:** Bangkok, Thailand; Manila, Philippines; Kuala Lumpur, Malaysia; Chiang Mai, Thailand

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)

## THE OTHER INDUSTRIES...

### Healthcare and medical support

Opportunities within the healthcare sector are abundant for people with a range of experience. Other than the traditional healthcare roles — like doctors, nurses, radiologists — we saw demand for **other medical roles**, like pharmacists and medical technologists.

### Education

Education was another long-standing industry that saw great change as a result of COVID-19. As many countries around Southeast Asia went into lockdown, many educational institutions **had to shift the curriculum online**. It's likely that this will continue post COVID-19, and as such, **educators with digital skills** and presence will have an edge in the industry.

### Finance and insurance

COVID-19 has brought about many changes to the finance and insurance industry. It has exacerbated **the shift away from cash transactions** (which typically takes place in-person), **to digital payments** that can be performed regardless of location or proximity. The **Philippines**, for example, recorded a **53% surge in monthly mobile banking app users**.

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)

## THE OTHER INDUSTRIES... TOP JOBS



**Top titles:** English Second Language Teacher, Chinese Teacher, Academic Tutor, Information Technology Teacher, Mathematics Tutor



**Top skills:** Educational Leadership, Curriculum Development, Language Teaching, English as a Second Language (ESL), Tutoring



**Top locations:** West Java, Indonesia; Manila, Philippines; Samut Songkhram, Thailand; Bangkok, Thailand



**Top titles:** Financial Advisor, Accountant, Financial Planner, Finance Specialist, Insurance Agent



**Top skills:** Financial Planning, Insurance, Risk Management, Financial Analysis, Accounting



**Top locations:** Jakarta, Indonesia; Manila, Philippines; Bangkok, Thailand; Kuala Lumpur, Malaysia



**Top titles:** Medical Doctor, General Practitioner, Medical Officer, Nurse, Paramedic



**Top skills:** Nursing, Medicine, Healthcare, Basic Life Support (BLS), Emergency Medicine



**Top locations:** Kuala Lumpur, Malaysia

Source [Southeast Asia Jobs on the Rise Report | LinkedIn Talent Solutions](#)

## A QUICK LOOK AT PHARMA INDUSTRY

**Asia-Pacific** witnessed a **1.1% rise in IT hiring activity in the pharma industry in February 2022** when compared with the previous month, according to Global Data's Job Analytics dashboard.

**Software and Web Developers, Programmers, and Testers Occupations** leads by classification in February 2022.

Country-wise composition of **IT hiring in Asia-Pacific's pharma industry:**

- India: 63.07% share in February 2022, an 8.68% increase over January 2022
- Australia: 18.23% share, up 49.02% over the previous month
- China: 7.43% share, a drop of 41.51% compared with January 2022

**Junior Level jobs** held a share of **58.99%**, up by 2.93% from January 2022.

**Mid Level positions** with a 32.37% share, registered a **growth of 2.27%** compared with the previous month.

Source [Clinicaltrialsarena.com - 2022](https://clinicaltrialsarena.com) (pharma industry)

## CONCLUSION

### Companies need five key capabilities to win in the Asian century

- **Capitalize on the power of data and technology**  
In the ten years before the pandemic, the region accounted for 52% of global growth in technology company revenue, 43% of global growth in start up funding, and accounted for 87% of global growth in patent filings.
- **Square the sustainability and growth circle, and lead the energy transition**
- **Create scale through organic growth, alliances, and M&A**
- **Put speed and agility at the centre of the organization**
- **Live the purpose—and communicate you are doing so**

Being very clear about why you exist—the constructive role you play in society, in the community—is going to be extremely important for companies. **Leading bank CEO**

Source [McKinsey & Company – 2022](#)

Thank you for your attention!



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